

[Public
Interest
Journalism
Initiative]



Annual Report
2020/21



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The Public Interest Journalism Initiative (PIJI) is a registered charity (ABN 69 630 740 153) governed by an independent [board of directors](#). PIJI operated as a Major Research Project for the newDemocracy Foundation to 30 September 2021.

newDEMOCRACY

Our 2020/2021 supporters



mannifera



PIJI acknowledges that our work is conducted on the unceded sovereign land of the Kulin Nation. We acknowledge Kulin Elders past and present, as well as their ongoing connection to country.

[Chair and CEO's Report]



Professor Allan Fels AO

Chair

Since the Public Interest Journalism Initiative's (PIJI) inception in late 2018 as an independent think tank researching a future for public interest journalism, there has been more change than anyone thought possible in the news media landscape, not just in Australia, but worldwide.

But one thing hasn't changed: the need to find ways to secure the future of news production, and more specifically, the future of public interest journalism – across its spectrum of investigative reporting to the nuts and bolts of routine but crucial news coverage.

Impact

Over the past 12 months, PIJI has again contributed as a credible, neutral commentator and convenor for issues affecting public interest journalism in Australia.

We have continued with our evidence-based approach to three key research themes: assessment of media diversity, community value and support, and investment and financial sustainability, but have shifted to greater emphasis on the former and latter themes as other organisations have expanded into broader, long term assessments of consumer sentiment.

A central component to our work is engagement with industry, government and the community. We have consulted broadly with the news industry and wider community across another 11 projects and submissions, including; the legislative passage of the News Media and Digital Platform Bargaining Code, the Australian Code of Practice on Disinformation and Misinformation, the Senate inquiry into media diversity, the Department of Infrastructure, Transport, Regional Development and Communications' Media Reform Green Paper as well as PIJI's original research such as our widely-cited [Australian Newsroom Mapping Project](#), guidelines for a public interest journalism tax rebate scheme, investigations into philanthropic giving and a central trust model for the sector. For more detail, please refer to the Research Projects section.



Anna Draffin

Chief Executive Officer

Financial position

PIJI remains focussed on delivering tangible outcomes for public interest journalism in Australia, while maintaining a light operating footprint ahead of intended market exit in 2023. On completion of our second operating year, we have improved our cash position to \$305,558 at 30 June 2021, up from \$136,949 in the previous year. Our net assets stand at \$200,029 (FY20: \$202, 632).

The Board warmly thanks our supporters that have helped realise this position: the newDemocracy Foundation, the Susan McKinnon Foundation, Australian Communities Foundation, the Hecht Trust (through Perpetual Trustees), the Judith Neilson Institute for Ideas and Journalism, Mannifera and Thinkerbell.

Subsequent to year-end and the Annual General Meeting of the company, PIJI is pleased to confirm that it has secured further philanthropic support. The company has therefore, reverted to a going concern from the realisation basis presented in these financial statements.

We have also confirmed a new collaboration with the University of Melbourne's Centre for Advancing Journalism to replace arrangements with the newDemocracy Foundation (nDF), which ended at 30 September 2021. Our thanks to the nDF board and team for their support over the past two years as PIJI has continued to evolve and grow.

[Chair and CEO's Report]

Succession

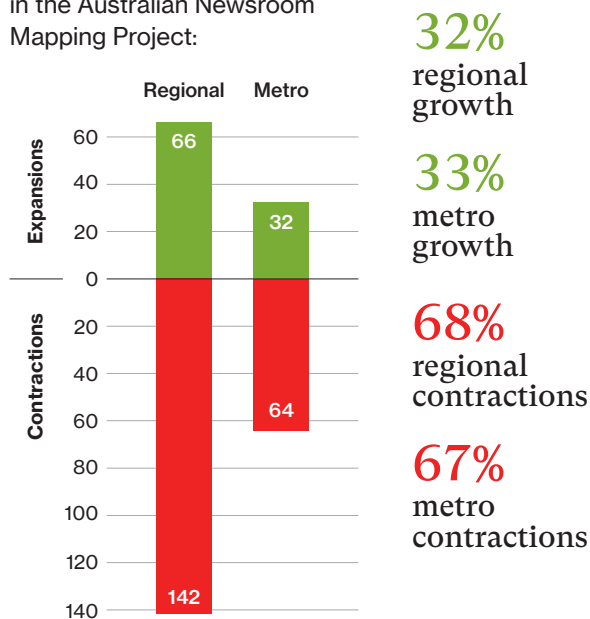
During 2020–21, PIJI's board of directors commenced a governance update, including a review headed by the Nominations Committee, of board and subcommittee composition and subcommittee charters as part of PIJI's ongoing commitment to high quality governance.

We thank all directors for their commitment and support, with special mention to those founding directors who retired after completion of this reporting year: Margaret Simons (August), Karen Mahlab AM (September) and Adam Ferrier (August). They spearheaded PIJI during its embryonic beginnings, helping to establish PIJI's strategic focus and assemble the professionals who represent PIJI today. The board was also pleased to welcome new directors, Richard Eccles and Mette Schepers.

We also wish to acknowledge the huge contribution of our advisory committees and their external members during the year – the Expert Research Panel, Policy Working Group, Nominations Committee and Finance & Risk Committee, who collectively ensure our high quality research, policy development and operations. During 2020–21, we welcomed Professor Simon Wilkie, Professor Sora Park, Associate Professor Kristy Hess and Irene Yeung to respective committees.

Once again, the PIJI team has delivered a suite of high quality but practical projects during challenging and uncertain times. The board thanks each staff member and contractor for their hard work and commitment to helping PIJI achieve real systemic change.

Based on a total of **206 contractions** and **98 records of growth** noted in the Australian Newsroom Mapping Project:



Outlook

News is an essential component of any working democracy. It is a piece of critical, local emergency infrastructure, as demonstrated through the continued uncertainty of COVID-19. However, the cost of producing public interest journalism is high.

As financial returns on this public good diminish, so too does the commercial incentive to continue its production. We have seen news production and availability continue to contract overall, despite some green shoots over the past 12 months. Regional and rural communities have been most adversely affected.

Sustainable public interest journalism relies on a thriving, diverse media sector that includes commercial, public and other news producers. Investment is needed from the sector, digital platforms, philanthropy and government, as well as consumer support to ensure future media plurality – that is, a genuine diversity of voice, ownership and community coverage.

Public policy should encourage a spectrum of industry players; large and small, retail and wholesale, metro and regional – and be tied to public benefit, something that has not always been the case in the Australian context.

On review of our strategy and impact to date, PIJI has set itself a final period of activity through to 2023. We remain focussed on practical and real impact for the sector beyond PIJI's lifetime. Our vision is for a sustainable public interest news eco-system in Australia, which we see as achievable through a common understanding and development of news diversity and plurality, and with a range of fiscal mechanisms in place to support diversity.

To this end, PIJI is now expanding the Australian Newsroom Mapping Project to become the Full Picture – a global-first, national snapshot of news production – and is continuing investigations of financial levers that can generate returns to support news as a public good at scale.

Sustainable public interest journalism requires collective impact.

That PIJI, as a small, independent start up, has assisted understanding and action is a positive development.

We welcome your input and collaboration to help us deliver our full impact.

Prof Allan Fels AO
Chair

Anna Draffin
CEO

[About Us]

The Public Interest Journalism Initiative (PIJI) is a specialist think tank advancing a sustainable future for public interest journalism in Australia. It informs practical policy solutions and public conversation on the importance of an effective, pluralistic news media of all types and sizes – including new entrants.

PIJI is a registered charity with tax concession charity (TCC) status. It is a philanthropically funded, non-profit company

limited by guarantee (ABN 69 630 740 153) governed by a Board of independent directors, advised by an Expert Research Panel and Policy Working Group and regulated by the ACNC, ATO and ASIC. During FY21, PIJI operated as a major research project of the newDemocracy Foundation.

PIJI is designed as a limited shelf-life initiative scheduled to expire in 2023 in line with realising its impact.

[Vision

PIJI's vision is for a sustainable and diverse public interest journalism eco-system in Australia]

[Purpose

Our purpose is to establish optimal market pre-conditions in investment and regulation to sustain public interest journalism diversity and plurality in the long term]

PIJI's work is informed and guided by six principles:

In the public interest: news and current affairs media that has the primary purpose of recording, investigating and explaining issues of civic significance; that forms an essential service for the citizens and communities of Australia, including their role in national emergency infrastructure.

Plurality: diversity of voices, ownership and community coverage

Evidence-based: policy design informed by rigorously established, objective evidence

Neutrality: does not unjustifiably favour any particular media outlet, type, platform or organisation

Independence: neutral and non-partisan in our comment

Practical: the factors and context in which policy recommendations are implemented, for example, timing (eg. unintended time lag before support available) or duration (short term or long-term support).

[78% surveyed Australians

believe that public interest journalism is 'very important' or 'somewhat important' to Australian society]

Source: Third survey of series Community Value Survey, October 2020

[81% surveyed Australians

believe that public interest journalism is 'very important' or 'somewhat important' during public health crises; natural disasters]

Source: Third survey of series Community Value Survey, October 2020

Tax rebate scheme

Public interest journalism is a clear public good, currently under threat due to the collapse of advertising-based business models. The tax rebate scheme is designed to guarantee support for public interest journalism, based on private sector investment.

Research from the United States suggests a not-for-profit news sector would increase media diversity and address market failure in commercially non-viable practices like investigative journalism.

Source: A review of proposals to provide news organisations with access to tax deductible gifts in Australia, PIJI, Mar 9, 2021 <https://piji.com.au/research-and-inquiries/our-research/taxation-reform-for-public-interest-journalism/philanthropic-giving-for-journalism/>

[Over the course of the development of the mandatory news media bargaining legislation PIJI engaged with 34 organisations representing the news media industry, digital platforms, academia, government and community groups]

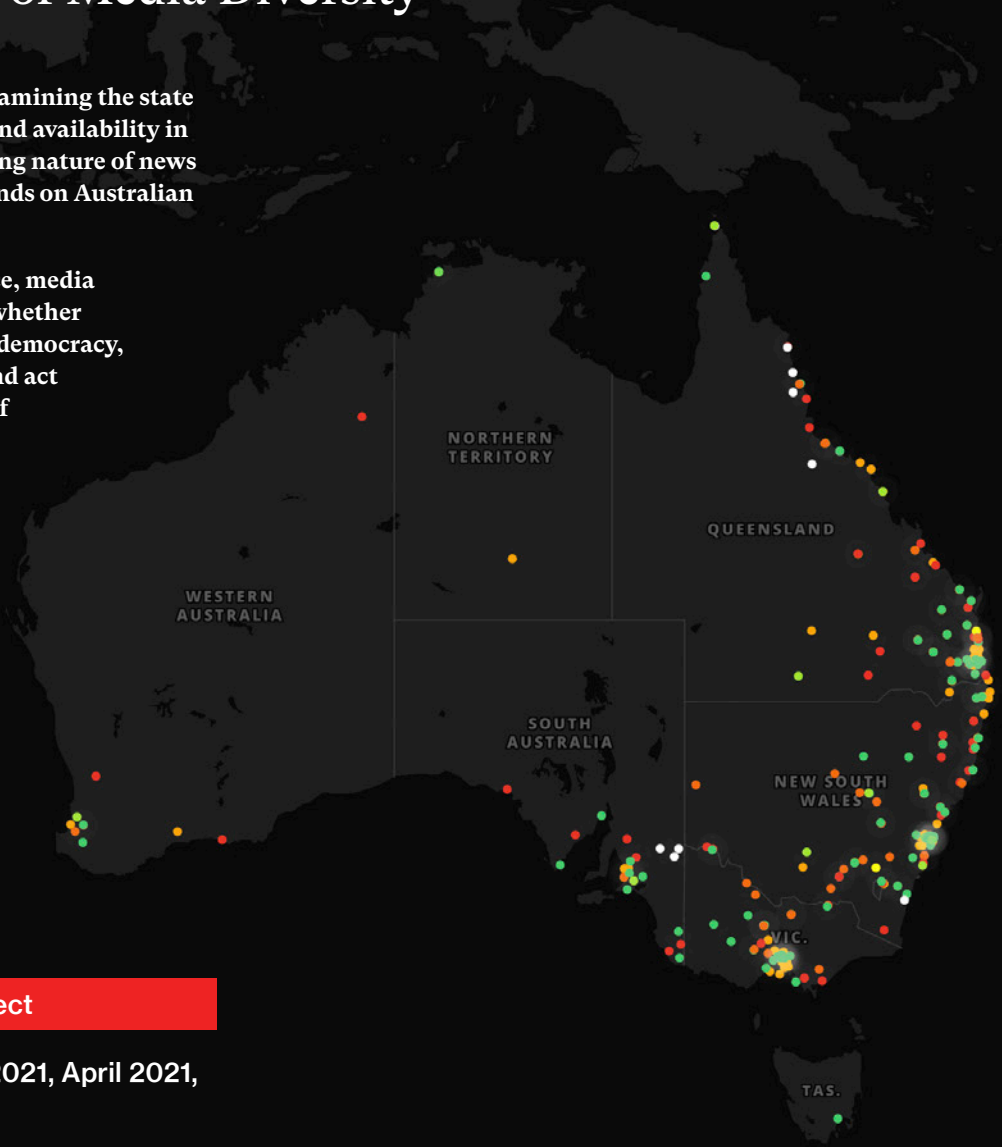


[Research Projects]

Theme 1: Assessment of Media Diversity

PIJI has become a leading authority for examining the state of public interest journalism production and availability in Australia. Our projects explore the changing nature of news production and the influence of global trends on Australian media diversity and plurality.

Our analyses cover representations of voice, media ownership and community coverage and whether levels are sufficient to promote a working democracy, provide oversight of civil infrastructure and act as emergency infrastructure in the event of a national or local disaster.



Australian Newsroom Mapping Project

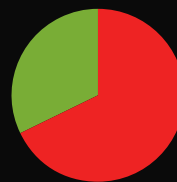
Five reports; February 2021, March 2021, April 2021, May 2021, June 2021

This project assesses the health of news production and availability around the country. The map has quickly become the central data set used across government (referenced in Parliamentary debate, Senate Estimates and committees, ministerial briefings), the media and wider industry, including the two major regulators. The map has illustrated the challenges faced by the news media industry, particularly during COVID-19, but has also provided examples of resilience and growth.

In February 2021 PIJI launched a monthly report to provide a regular narrative update on changes made in the data, as well as broader insights into trends across the country and over time.

<https://anmp.piji.com.au/>

<https://piji.com.au/research-and-inquiries/our-research/anmp/>

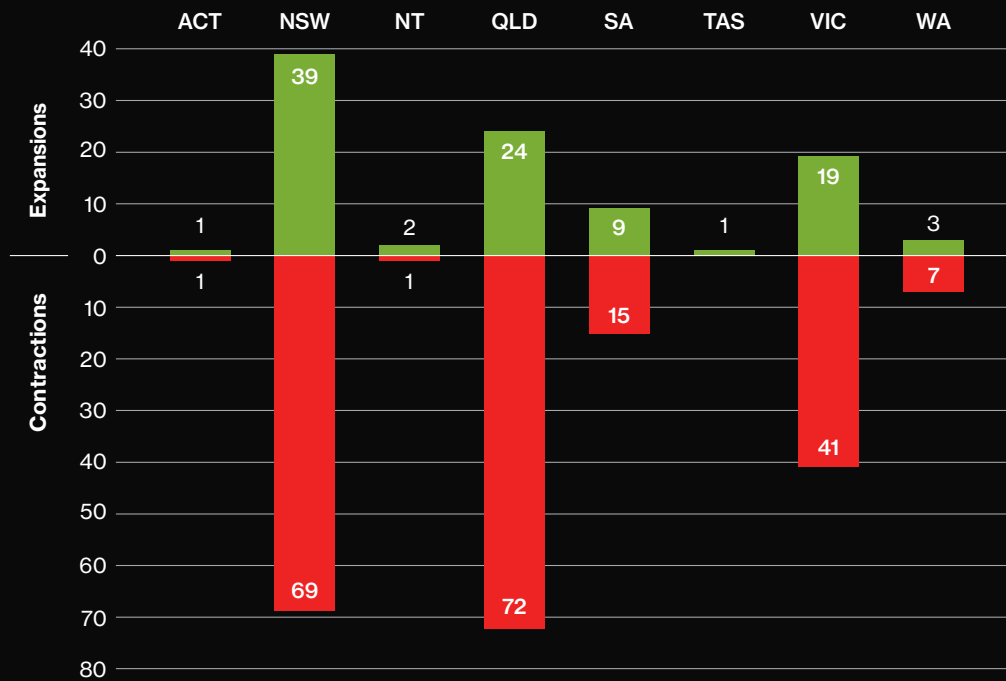


206 total contractions (68%) and 98 total expansions (32%) at 30 June 2021.

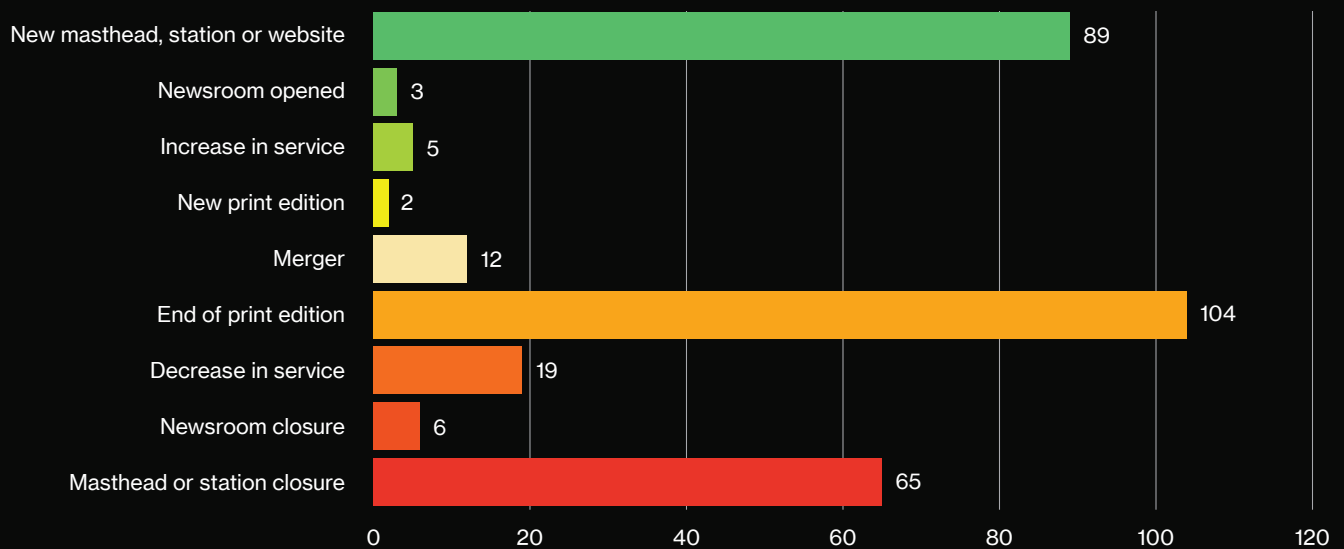
There are 304 total entries in the database for a net change of -108.

[Research Projects]

State-based contractions or growth from the Australian Newsroom Mapping Project as at June 30, 2021 (from 1 January 2019)



ANMP Cumulative data at 30 June 2021 (from 1 January 2019)



[Research Projects]

Building a database of news production infrastructure

June 2021

The first stage of the Australian Newsroom Mapping Project captures changes to news production and availability since 1 January 2019, but it does not include data about uninterrupted production. It can demonstrate that a newspaper has closed, but it cannot show that another newspaper remains.

This project is developing a database of all news producers around Australia and their location. This will be mapped visually and will provide the baseline for a deeper assessment of where news is being produced in the post-COVID news environment. PIJI commenced the design of this project and engaged developers in June 2021. The project will be launched in late 2021.

Project team: **Gary Dickson**, Research and Projects Manager, and **Sarah Arturi**, Marketing and Projects Coordinator

Senate inquiry into media diversity in Australia

Submission; January 2021

In November 2020 the Senate Standing Committees on Environment and Communications opened an inquiry into the state of media diversity, independence and reliability in Australia, as well as the impact on public interest journalism. PIJI prepared a submission to the inquiry, focussing on diversity in journalism production and availability in Australia. The submission draws insights from our past research and a new analysis of data collected for the Australian Newsroom Mapping Project.

<https://piji.com.au/research-and-inquiries/our-submissions/media-diversity-in-australia-inquiry/>

<https://piji.com.au/wp-content/uploads/2021/02/piji-submission-senate-committee-media-diversity-inquiry.pdf>

Project team: **Anna Draffin**, Chief Executive Officer, **Gary Dickson**, Research and Projects Manager, **Isabelle Oderberg**, Communications Strategy and Media Manager

Theme 2: Measures of Public Support and Value

PIJI has undertaken a series of survey-based analyses of the value placed by the general public on public interest journalism and its willingness to pay for or subsidise news.

Investigations also assessed news consumption and public satisfaction with news production, quantitatively and qualitatively.

Surveys consistently found that Australians are strong users of media, want the media to inform, educate and investigate issues of national importance and that there is too little public interest journalism reporting on local government.]

Community value of public interest journalism

Report; November 2020

These surveys sought to understand if and how the community values public interest journalism. The surveys were conducted by Essential Media for PIJI at six-monthly intervals and analysed by Professor Glenn Withers AO of Australian National University and Applied Economics. This survey was the third, with others conducted in November 2019 and April 2020.

The surveys consistently found that Australians are strong users of media, want the media to inform, educate and investigate issues of national importance and that there is too little public interest journalism reporting on local government. The surveys also found almost half of Australians would pay higher taxes for increased public interest journalism.

<https://piji.com.au/research-and-inquiries/our-research/community-value-of-public-interest-journalism/>

<https://piji.com.au/wp-content/uploads/2020/12/2010-piji-community-value.pdf>

Researcher: Professor **Glenn Withers AO**, Professor of Economics at the Research School of Economics, Australian National University and UNSW Canberra; co-managing director of the consulting firm Applied Economics

Theme 3: Investment and Financial Sustainability

PIJI's final theme interrogates financial stability and sustainability for public interest journalism in Australia and investigates different fiscal mechanisms that may provide scalable solutions.

This area of work has been made more urgent by the accelerated, economic rationalism of public interest journalism during COVID-19, which has left commercially unviable communities exposed.

PIJI continues its examination of different tax options to support public interest journalism

Guidebook to implement and claim a public interest journalism tax rebate Report; September 2020

Research conducted in late 2019 for PIJI suggested that an R&D-style tax rebate for public interest journalism could have a significant positive investment impact. Conservative analysis suggests a benefit-cost ratio of up to 1.90, and as much as \$356m additional benefit.

This guidebook is the extension to that initial investigation, and provides guidance on the types of activities and eligibility criteria for a Public Interest Journalism Tax Rebate and serves as a model for policymakers in designing a scheme.

<https://piji.com.au/research-and-inquiries/our-research/taxation-reform-for-public-interest-journalism/public-interest-journalism-tax-rebate/>

<https://piji.com.au/wp-content/uploads/2020/09/200609-pij-rebate.pdf>

Project team: **Dr Margaret Simons**, Honorary Principal Fellow, Centre for Advancing Journalism, University of Melbourne, **David Pearce**, Executive Director, Centre for International Economics, **Eddie Ahn**, Partner, DLA Piper, **Gabrielle Hedge**, Solicitor, DLA Piper

Philanthropic giving for public interest journalism Report; March 2021

Multiple government and regulatory inquiries have examined the financial difficulties facing the news industry over the past decade. A recurring recommendation of these inquiries is to provide incentives for philanthropic giving to the news sector. The comparison is often drawn to the United States, where philanthropy contributes around US\$500m every year.

The potential of philanthropy to contribute to the development of non-profit news production in Australia is under studied. PIJI released an initial survey of policy proposals for enabling giving to public interest journalism in March 2021 and is conducting interviews with philanthropists and news media companies for a second stage report to be released later in 2021.

<https://piji.com.au/research-and-inquiries/our-research/taxation-reform-for-public-interest-journalism/philanthropic-giving-for-journalism/>

<https://piji.com.au/wp-content/uploads/2021/03/dickson-g-2021.-proposals-to-provide-news-organisations-tax-deductible-gifts.pdf>

Project team: **Gary Dickson**, Research & Projects Manager

[Research Projects]

ACCC News Media Bargaining Code

Two submissions; August 2020, January 2021

In April 2020 the Australian Government directed the ACCC to develop a mandatory code to address bargaining power imbalances between Australian news media businesses and each of Google and Facebook.

PIJI, partnered by the Judith Neilson Institute for Journalism and Ideas, prepared a series of joint submissions responding to the proposed code. Each submission involved extensive consultation with the news industry, digital platforms and interested parties.

<https://piji.com.au/research-and-inquiries/our-submissions/accm-mandatory-news-media-bargaining-code-submission/>

<https://piji.com.au/wp-content/uploads/2021/02/piji-jni-stage-4-submission.pdf>

<https://piji.com.au/wp-content/uploads/2020/08/piji-jni-joint-submission-accm-draft-code-legislation.pdf>

Project team: **Anna Draffin**, Chief Executive Officer, Public Interest Journalism Initiative, **Mark Ryan**, Director, Judith Neilson Institute for Journalism and Ideas, **Anthony Bubalo**, Chief Operating Officer, Judith Neilson Institute for Journalism and Ideas, **Dr Karen Lee**, Senior Lecturer, Faculty of Law, UTS, **Dr Sacha Molitorisz**, Postdoctoral Fellow, Centre for Media Transition, UTS, **Gary Dickson**, Research and Projects Manager, Public Interest Journalism Initiative

Media Reform Green Paper

July 2021

In November 2020 the Department of Infrastructure, Transport, Regional Development and Communications released the Media Reform Green Paper, which detailed proposed media reform to support the Australian media industry. The paper started an important conversation about the future of free-to-air television in an era of media convergence and business model disruption.

PIJI commenced its research and consultation process in February 2021, engaging widely with stakeholders through to the end of the financial year. PIJI's submission in response to the Green Paper was published in July 2021.

<https://piji.com.au/research-and-inquiries/our-submissions/media-reform-green-paper/>

Project team: **Dr Karen Lee**, Policy Manager, Public Interest Journalism Initiative (until July 2021), **Anna Draffin**, Chief Executive Officer, Public Interest Journalism Initiative

Australian Code of Practice on Disinformation and Misinformation

Submission; November 2020

In 2019, as part of its response to the Digital Platforms Inquiry, the Australian Government tasked the digital industry and the Australian Communications and Media Authority to develop a voluntary code on disinformation and news quality.

In June 2020 the ACMA released a position paper outlining its expectations of the code. Development of the code was led by DIGI, the digital industry's peak body. PIJI engaged throughout the Code's development including written comment, supporting the important role of news media to news quality (ie. content) as an antidote to mis- and disinformation. The final code was released on 18 February 2021. PIJI expressed continuing concerns about the final version of the code, noting that it fell well short of expectations.

<https://piji.com.au/research-and-inquiries/our-submissions/disinformation-and-news-quality-code/>

<https://piji.com.au/wp-content/uploads/2020/12/201125-disinformation-code-submission.pdf>

Project team: **Anna Draffin**, Chief Executive Officer, Public Interest Journalism Initiative, **Gary Dickson**, Research and Projects Manager, Public Interest Journalism Initiative

Building a central trust for funding public interest journalism (preliminary work only)

July 2021

The idea of a central trust that would fund public interest journalism emerged in both PIJI's investigations of philanthropic funding for the sector and the Federal Department of Infrastructure, Transport, Regional Development and Communications' green paper in media reform (RP24). PIJI is engaging in extensive consultation with national and international peers with expertise in the design and management of such trusts broadly and those specifically devoted to supporting journalism.

[Governance]

PIJI is a philanthropically funded, non-profit company limited by guarantee (ABN 69 630 740 153) with the purpose of ensuring a sustainable ecosystem for public interest journalism in Australia through research, policy design and public discussion.

It is a Tax Concession Charity (TCC) and is registered with the Australian Charities and Not-for-profits Commission (ACNC), which requires compliance with governance standards, record-keeping requirements and the submission of annual activity reports as well as meetings compliance obligations with the ATO and ASIC.

PIJI adopts methods of best practice with respect to its financial accounting and reporting and its financial reports are audited annually by William Buck.

The PIJI Board comprises highly credentialed voluntary directors and is committed to high quality governance. PIJI's directors and management are guided by PIJI's core purpose of maximising the market pre-conditions to ensure the sustainability of public interest journalism as a public good over the long-term, while acting ethically and with integrity at all times.

While we are not required to report against the the Australian Institute of Company Directors (AICD)'s Not-for-Profit Governance Principles (Principles), we believe they provide a useful guide. A summary of PIJI's approach to these Principles is set out below.

1. Purpose and strategy

The Board actively sets and engages with PIJI's strategy and its effectiveness in line with the company's objectives. In particular, the board is responsible for:

- setting the objectives for the organisation as reflected in PIJI's governing documents
- setting the direction of the strategy and overseeing its implementation
- approval of annual business plans and budgets
- regular review and discussion of strategy effectiveness

2. Roles and responsibilities

Directors are required, among other things, to:

- act with reasonable care and diligence
- act honestly in the best interests of PIJI and for its purpose
- not misuse their position
- not misuse information obtained in performing their duties as a PIJI Director
- disclose any situations of actual or perceived conflict of interest
- lay solid foundations for management and oversight, including any delegated authorities
- ensure that PIJI's financial and statutory affairs are managed responsibly.

PIJI is committed to going beyond mere compliance and expects all Directors and employees to act ethically and responsibly. PIJI Directors and management are guided by PIJI's six guiding principles (see page 5). Directors and employees are required to:

- act in the best interests of PIJI
- act honestly and with high standards of personal integrity
- comply with the laws and regulations that apply to PIJI and its operations
- not knowingly participate in any illegal or unethical activity
- not enter into any arrangement or participate in any illegal or unethical activity
- not enter into any arrangement or participate in any activity that would conflict with PIJI's best interests or that would be likely to negatively affect PIJI's reputation
- not take advantage of the property or information of PIJI or its stakeholders for personal gain, or cause detriment to PIJI or its stakeholders
- not take advantage of their position or the opportunities arising from their position for personal gain.

Directors are required to declare any situations of actual or perceived conflict and take no part in decision-making in such circumstances. Delegations of the board's authority may occur from time to time, for example, to the Policy Working Group or Finance & Risk Committee to implement a decision subject to specified conditions being satisfied as recorded in company minutes.

3. Board composition

The Board regularly considers its mix of skills and experience, which currently includes governance, economics, public policy and regulation, media, digital platforms, judiciary and legal, philanthropy and research. Each Director is appointed in accordance with PIJI's terms of appointment.

During 2020–21, the board commenced its two year governance update including the next stage succession planning for directors and subcommittee members. The review process is informed by a board skills matrix which includes, professional skills and experience, diversity and personal attributes.

This process is overseen by the Nominations Committee comprising:

Eric Beecher
Professor Allan Fels AO (Chair)
Dr Sophie Oh
Mette Schepers
The Honourable Marilyn Warren AC QC

As part of PIJI's governance renewal, during 2020–21 Richard Eccles and Mette Schepers were appointed to the board and Professor Simon Wilkie, Professor Sora Park, Associate Professor Kristy Hess and Irene Yeung to respective committees as external members. Following the completion of this reporting year, founding directors Margaret Simons (August), Karen Rule and Adam Ferrier (November) retired and Professor Derek Wilding was appointed Chair of the External Research Panel.

[Governance]

4. Board effectiveness

PIJI's Directors and management are committed to high quality governance, which includes the effectiveness of their own performance with the following controls in place: individual director and committee member induction, annual schedule of board and committee meetings to ensure informed decision making processes, issue of meeting agendas and papers in a timely manner ahead of each meeting, periodic evaluation of chair, director and member performance, and the ongoing development of the relationship between board and management to ensure clear alignment and understanding.

5. Risk management

The Board recognises that there is risk inherent in all activity. In managing risk, PIJI's Directors and management are guided by PIJI's core purpose of maximising the market pre-conditions to ensure the sustainability of public interest journalism as a public good over the long-term, while acting ethically and with integrity at all times.

As part of its regular strategy review, the Board has identified and considered the following key risks:

- non-compliance with regulatory requirements
- operating in the not-for-profit sector can present a challenge to ensure sufficient reserves and corresponding stability and sustainability
- securing appropriate human resource talent to effectively implement PIJI's strategy, including the effective service of key stakeholders

The Board regularly considers risk factors in its decision making and keeps identified risks under review.

PIJI's Finance & Risk Committee provides advice to the board on finance and risk matters. The Committee oversees PIJI's corporate reporting processes, the appropriateness of accounting judgements (where required) and the overall integrity of the financial statements. The company's external audit is undertaken by William Buck.

During FY21, the Committee comprised:

Leslie Falkiner-Rose
Karen Mahlab AM
Mette Schepers (Chair)
Irene Yeung

6. Performance

The board and management closely monitor the alignment of the company's limited resources to strategy, particularly as PIJI nears its proposed expiration. The board specifically:

- approves the annual business plans and budget
- monitors organisational performance against strategy
- oversees the performance of the CEO
- oversees the integrity of financial reporting systems and monitors company solvency.

As a consequence, these financial statements have been prepared on a realization basis as the board continues to closely monitor the company's financial performance during uncertain times.

Pleasingly, subsequent to the 2020/21 year end and Annual General Meeting, PIJI has confirmed further philanthropic support which has enabled it to revert to a going concern.

7. Accountability and transparency

PIJI makes its governing documents and key policies publicly available, including the publication of an annual report. The Finance & Risk Committee and board monitor reporting obligations to all of PIJI's funders. Any related transaction are disclosed to stakeholders and PIJI publishes relevant disclosures for any directors or committee members in its industry and parliamentary submissions (available on PIJI's website).

All directors act on a pro-bono basis.

8. Stakeholder engagement

The board oversee frameworks for stakeholder engagement, and Directors through their respective committee roles routinely engage with different groups of stakeholders gathering valuable feedback.

The board and the Finance & Risk Committee review and approve a quarterly compliance report that includes updates on all funder reporting obligations.

9. Conduct and compliance

The board has a conflicts of interest policy that is actively managed across PIJI's strategy development and implementation. Other company policies include HR, WHS, fundraising, supplier and social media.

10. Culture

The board has defined six key principles to guide the organisation, and habitually reviews company performance and culture against these principles (see page 5).

The board models a culture that is supportive of PIJI's purpose and strategy, and holds itself accountable, and supports management, to ensure a positive work environment of integrity, respect, teamwork and equal opportunity.

The board and the Finance & Risk Committee receive and discuss staffing updates as standard reporting items.

Board of Directors



Professor Allan Fels AO (Chair)

Professor Allan Fels AO is a Professor of Law and of Economics and a former Chair of the Australian Competition and Consumer Commission.



Karen Mahlab AM

Karen Mahlab is Founder and CEO of Pro Bono Australia. In 1999, Karen launched Pro Bono Australia as one of Australia's first social purpose business ventures.



Eric Beecher

Eric Beecher is Chair of two influential media groups – Private Media, which publishes *Crikey*, *The Mandarin* and *Smart Company*, and Solstice Media, which publishes *The New Daily* and *InDaily*.



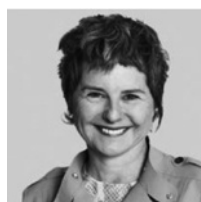
Dr Sophie Oh

Sophie Oh, with her husband Grant Rule, is co-founder of the Susan McKinnon Foundation.



Professor Glyn Davis AC

Glyn Davis is the Distinguished Professor of Political Science at the Australian National University, a Visiting Fellow at the Blavatnik School of Government and a Visiting Fellow at Exeter College, Oxford.



Mette Schepers

Mette Schepers is an internationally-experienced financial and professional services executive, she chairs the Finance and Risk Committee and is a non-executive director at Judo Bank. (From April 2021)



Richard Eccles

Richard Eccles is a consultant and company director and former Australian public servant. (From February 2021)



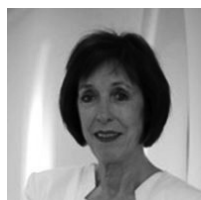
Dr Margaret Simons

Margaret is an award-winning freelance journalist and author. Honorary Principal Fellow, University of Melbourne. Board member, Public Interest Journalism Foundation. Founder, Paradigm Shift Media.



Leslie Falkiner-Rose

Leslie is an experienced print, radio and television journalist who now focuses on strategic communications and collaborative educational, social and cultural change initiatives.



The Honourable Marilyn Warren AC QC

Professor Marilyn Warren is a Vice-Chancellor's Fellow of Monash University and an Adjunct Professor at the Law Schools of Monash and Victoria Universities.



Adam Ferrier

Adam Ferrier is a multi-award-winning advertising creative strategist and founder of the agency, *Thinkerbell*.

Expert Research Panel



Margaret Simons (Chair)

Margaret Simons is the Chair of Research and member of the board of directors.



Kristy Hess
Deakin University

Kristy Hess is an Associate Professor of Communication at Deakin University Australia.
(From August 2020)



Jason Bosland
University of Melbourne

Associate Professor Jason Bosland is Deputy Director of the Centre for Media and Communications Law at Melbourne Law School.



Sora Park
University of Canberra

Sora Park is a Professor of Communication and Associate Dean of Research at the Faculty of Arts & Design, University of Canberra.
(From August 2020)



Axel Bruns
Queensland University of Technology

Professor Axel Bruns is an Australian Research Council Laureate Fellow and Professor in the Digital Media Research Centre at Queensland University of Technology.



Julian Thomas
RMIT University

Professor Julian Thomas is Director of the Technology, Communications and Policy Lab in RMIT University's Digital Ethnography Research Centre.



Andrea Carson
La Trobe University

Andrea Carson is an Associate Professor in the Department of Politics, Media and Philosophy at La Trobe University in Melbourne.



Glenn Withers
Australian National University

Glenn Withers is an Economics Professor at the Australian National University and an Adjunct Professor at the University of New South Wales.



Andrew Dodd
University of Melbourne

Associate Professor Andrew Dodd is the Director of the Centre for Advancing Journalism at the University of Melbourne.

Policy Working Group



Richard Eccles (Chair)

Richard Eccles chairs the Policy Working Group. As a senior public servant, Richard Eccles led changes in how Government regulates digital platforms.



The Honourable Marilyn Warren AC QC

Professor Marilyn Warren is a Vice-Chancellor's Fellow of Monash University and an Adjunct Professor at the Law Schools of Monash and Victoria Universities.



Professor Glyn Davis AC

Glyn Davis is the Distinguished Professor of Political Science at the Australian National University, a Visiting Fellow at the Blavatnik School of Government and a Visiting Fellow at Exeter College, Oxford.



Simon Wilkie

Simon Wilkie is a Professor at Monash Business School, former Chief Economic Policy Strategist at Microsoft Corporation and former Chief Economist with the US Federal Communications Commission. (From August 2020)



Professor Allan Fels AO

Professor Allan Fels AO is a Professor of Law and of Economics and a former Chair of the Australian Competition and Consumer Commission.

Finance and Risk Committee



Mette Schepers (Chair)

Mette Schepers is an internationally-experienced financial and professional services executive, she chairs the Finance and Risk Committee and is a non-executive director at Judo Bank.



Karen Mahlab AM

Karen Mahlab is Founder and CEO of Pro Bono Australia. In 1999, Karen launched Pro Bono Australia as one of Australia's first social purpose business ventures.



Leslie Falkiner-Rose

Leslie is an experienced print, radio and television journalist who now focuses on strategic communications and collaborative educational, social and cultural change initiatives.



Irene Yeung

Irene is a senior executive with experience in risk management and corporate governance.

Nominations Committee



Professor Allan Fels AO (Chair)

Professor Allan Fels AO is a Professor of Law and of Economics and a former Chair of the Australian Competition and Consumer Commission.



Dr Sophie Oh

Sophie Oh, with her husband Grant Rule, is co-founder of the Susan McKinnon Foundation.



Eric Beecher

Eric Beecher is Chair of two influential media groups – Private Media, which publishes *Crikey*, *The Mandarin* and *Smart Company*, and Solstice Media, which publishes *The New Daily* and *InDaily*.



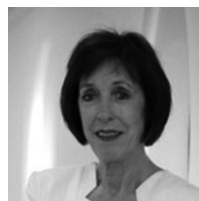
Mette Schepers

Mette Schepers is an internationally-experienced financial and professional services executive, she chairs the Finance and Risk Committee and is a non-executive director at Judo Bank.



Karen Mahlab AM

Karen Mahlab is Founder and CEO of Pro Bono Australia. In 1999, Karen launched Pro Bono Australia as one of Australia's first social purpose business ventures.



The Honourable Marilyn Warren AC QC

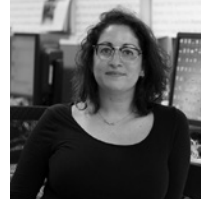
Professor Marilyn Warren is a Vice-Chancellor's Fellow of Monash University and an Adjunct Professor at the Law Schools of Monash and Victoria Universities.

Staff



Anna Draffin
Chief Executive Officer

Anna Draffin is a senior executive with over 15 years of experience in policy, social impact and stakeholder engagement.



Isabelle Oderberg
Communications Strategy And
Media Manager

Isabelle Oderberg is a former journalist and was Australia's first social media editor.



Jordan Chong
Social Media

Jordan Chong is an award-winning journalist with two decades' experience across newspapers, newswires and online platforms.



April Tyo
Finance Manager

April Tyo is a CPA qualified accountant with significant experience in not-for-profit finance.



Gary Dickson
Research And Projects Manager

Gary Dickson is a journalism researcher, teacher and freelance writer.



Jenny White
Development Manager

Jenny White has worked in corporate governance, strategic development and capacity building in Australia and internationally.
(From September 2020 to March 2021)



Karen Lee
Policy Manager

Dr Karen Lee is a specialist in communications regulation and a senior lecturer in the Faculty of Law at University of Technology Sydney.
(From February 2021)

[Financial Report 2021]

The following financial statements represent the activity of the Public Interest Journalism Initiative Limited for the year ended 30 June 2021.

Public Interest Journalism Initiative Ltd
A.B.N. 69 630 740 153

[Directors' Report]

The Directors of Public Interest Journalism Initiative Ltd (PIJI) submit herewith the annual financial report for the financial year ended 30 June 2021. To comply with the provisions of the *Corporations Act 2001*, the Directors report as follows.

The names of PIJI Directors during, or since the end of the financial year, and the number of meetings each has attended, are set out in the table below.

Directors	Date Appointed to current term of office	Date of cessation during the year	2020/21 Board meetings	
			Eligible to Attend	Attended
Eric Beecher	24 December 2018	-	6	6
Prof Glyn Davis AC	24 December 2018	-	6	5
Richard Eccles	10 February 2021	-	2	2
Leslie Falkiner-Rose	24 December 2018	-	6	6
Prof Allan Fels AO (Chair)	14 November 2019	-	6	6
Karen Mahlab AM	24 December 2018	-	6	6
Dr Sophie Oh	17 February 2020	-	6	6
Mette Schepers	30 April 2021	-	1	1
The Hon Marilyn Warren AC QC	24 December 2018	-	6	5
Adam Ferrier	24 December 2018	20/08/2021	6	6
Dr Margaret Simons	24 December 2018	06/08/2021	6	6

Principal Activities

The principal activities of PIJI during the financial year were to conduct research to inform practical policy solutions and public conversation on the importance of an effective, independent news media.

Incorporation

The Company is incorporated under the *Corporation Act 2001* and is a Company limited by guarantee. If the Company is wound up, the constitution states that each member is required to contribute a maximum of \$10 each towards meeting any outstanding obligations of the Company. At 30 June 2021, the total amount that members of the Company are liable to contribute if the Company is wound up is \$110 (2020: \$90).

Review of Operations

The net operating loss amounted to (\$2,603) (2020: Operating surplus of \$202,622).

The current global pandemic and recent bushfires have demonstrated not only the importance of reliable news media – to provide accurate information and to bind communities – but also their vulnerability. Government, business and the community are now confronted on an almost daily basis of the existential threat facing the news industry. PIJI's independent and neutral research and comment has become increasingly important as the sector looks to define and design the policy settings and industry initiatives for public interest journalism to survive and thrive in Australia.

[Directors' Report]

Over the past 12 months, PIJI has continued to deliver on its central, but neutral, position in relation to government and industry. Since its inception, PIJI has delivered 13 research projects that fill critical data gaps, engaged broadly across industry and community, and provided impartial investigation of solutions to high-level, government and regulatory inquiries. These include the Australian Government's Mandatory Bargaining Code between News Media and Digital Platforms; the Australian Government's Media Reform Green Paper; Australian Competition and Consumer Commission (ACCC) Digital Platforms Inquiry, Australian Communications and Media Authority (ACMA) Disinformation Code; the Senate Standing Committees on Environment and Communications Inquiry into Media Diversity as well as their Inquiry into Press Freedom.

PIJI has also obtained charity registration with the ACNC and tax concession charity (TCC) status with the ATO during 2020–21 and further developed its funding partnerships.

Dividends

Payment of dividends is prohibited under our current Constitution.

Director's Remuneration

No fees were paid or are payable to the Directors. (2020: \$0).

Change in State of Affairs

During the Financial Year there was no significant change in the state of affairs of the Company other than that referred to in the Accounts or notes thereto.

Indemnification of Officers and Auditors

In accordance with the constitution, an officer shall be indemnified out of the property of the Company against any liability incurred by him in his capacity as officer or agent of the Company or any related corporation in respect of any act or omission whatsoever and howsoever occurring or in defending any proceedings, whether civil or criminal.

The Company has not entered into any agreements to indemnify their auditors, William Buck for any liabilities to another person (other than the Company or a related body corporate) that may arise from their position as auditors.

Proceedings on Behalf of the Company

No person has applied for leave of Court to bring proceedings on behalf of the entity or intervene in any proceedings to which the entity is a party for the purpose of taking responsibility on behalf of the entity for all or any part of those proceedings.

The Company was not a party to any such proceedings during the year.

Subsequent Events

Matters or circumstances that have arisen since 30 June 2021 that will significantly affected, or may significantly affect the Company's operations, the results of those operations, or the Company's state of affairs in future financial years.

In the July 2021 board meeting the directors resolved to accept a 2021/22 Budget that determines a reduction in operations for the 7 months ending 31 January 2022. The company will be wound up at that point if no new funding is secured. Based on the possibility of a budgeted 31 January 2022 windup, the 2020/21 Financial Statements are prepared on a realisation basis.

Dr Margaret Simons resigned as a director of the company on the 6th of August 2021.

Adam Ferrier resigned as a director of the company on the 20th August 2021.

Members liability on winding up

In the event of the Company winding up, each member of the Company undertakes to contribute to the property of the Company for payment of the debts and liabilities of the Company, such amounts as may be required not exceeding ten dollars. The maximum total amount that members of the Company are liable to contribute is \$110, if wound up.

Auditor's Independence Declaration

The Auditor's independence declaration is included on page 22.

Signed in accordance with a resolution of the Directors made pursuant to the *Corporations Act 2001*.

On behalf of the Directors



Prof Allan Fels AO
Director



Mette Schepers
Director

Dated: 15 September 2021

[Auditor's Independence Declaration]



**AUDITOR'S INDEPENDENCE DECLARATION
UNDER SECTION 307C OF THE CORPORATIONS ACT 2001 TO THE MEMBERS OF
PUBLIC INTEREST JOURNALISM INITIATIVE**

I declare that, to the best of my knowledge and belief during the year ended 30 June 2021 there have been:

- no contraventions of the auditor independence requirements as set out in the *Corporations Act 2001* in relation to the audit; and
- no contraventions of any applicable code of professional conduct in relation to the audit.

A handwritten signature in blue ink that reads 'William Buck'.

William Buck Audit (Vic) Pty Ltd
ABN 59 116 151 136

A handwritten signature in blue ink that reads 'J.C. Luckins'.

J.C. Luckins
Director

Melbourne, 15 September 2021

ACCOUNTANTS & ADVISORS

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Melbourne VIC 3000

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williambuck.com

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(WB015_2007)



[Financial Statements]

Statement of comprehensive income

For the year ended 30 June 2021

	Note	2021 \$	2020 \$
Revenue			
Donations & Gifts – Monetary		426,000	574,428
Partnerships		26,289	12,200
Total revenue		452,289	586,628
Expenditure			
Administration, Travel & Conferences		9,743	14,316
Financial		7,870	11,737
Technology, Infrastructure & Premises		6,722	15,118
Realisation		25,000	-
Research Programs & Communications		92,436	73,931
Human Resources		399,959	182,065
Total expenditure		541,730	297,168
Surplus/(loss) before income tax benefit/(expense)		(89,441)	289,460
Income tax benefit/(expense)	1 (d)	86,838	(86,838)
Total comprehensive income/(loss)		(2,603)	202,622

The accompanying notes form part of these financial statements.

[Financial Statements]

Statement of financial position

For the year ended 30 June 2021

	Note	2021 \$	2020 \$
Assets			
Current assets			
Cash and cash equivalents		305,558	136,949
Receivables	5	-	214,500
Prepayments		-	1,245
Total current assets		305,558	352,694
Non-current assets			
Deposits		164	1,216
Total non-current assets		164	1,216
Total assets		305,722	353,909
Liabilities			
Current liabilities			
Payables	6	63,118	57,244
Provisions	7	42,575	94,033
Total current liabilities		105,693	151,277
Total liabilities		105,693	151,277
Net assets		200,029	202,632
Equity			
Retained earnings	8	200,029	202,632
Total equity		200,029	202,632

The accompanying notes form part of these financial statements.

[Financial Statements]

Statement of changes in equity

For the year ended 30 June 2021

	\$ Retained Earnings	\$ Total
Balance at 30 June 2019	10	10
Surplus for the year	202,622	202,622
Balance at 30 June 2020	202,632	202,632
Surplus for the year	(2,603)	(2,603)
Balance at 30 June 2021	200,029	200,029

The accompanying notes form part of these financial statements.

[Financial Statements]

Statement of cash flows

For the year ended 30 June 2021

	Note	2021 \$	2020 \$
Cash flows from operating activities			
Donations & Gifts – Monetary		640,050	415,502
Partnership's income		26,289	13,420
Other income		-	-
Payments to suppliers & employees		(497,730)	(291,983)
Net cash provided by (used in) operating activities		168,609	136,939
Cash flows from investing activities		-	-
Net cash provided by (used in) financing activities		-	-
Net increase (decrease) in cash held		168,609	136,939
Cash at beginning of year		136,949	10
Cash at end of year	3	305,558	136,949

The accompanying notes form part of these financial statements.

[Notes to the Financial Statements]

For the year ended 30 June 2021

1. Summary of Significant Accounting Policies

The financial statements cover Public Interest Journalism Initiative Ltd as an individual entity, incorporated and domiciled in Australia. Public Interest Journalism Initiative Ltd is a Company limited by guarantee.

The financial statements were authorised for issue on 15 September 2021 by the directors of the Company.

The financial statements are general-purpose financial statements that have been prepared in accordance with the Australian Accounting Standards – Reduced Disclosure Requirements (including Australian accounting interpretations) and the Corporations Act 2001. The Company is a not for profit entity for financial reporting purposes under Australian Accounting Standards.

Australian Accounting Standards set out accounting policies that the AASB has concluded would result in financial statements containing relevant and reliable information about transactions, events and conditions. Material accounting policies adopted in the preparation of these financial statements are presented below and have been consistently applied unless otherwise stated.

The financial statements, except for the cash flow information, have been prepared on a realisation basis and are based on historical costs unless otherwise stated in the notes. Material accounting policies adopted in the preparation of these financial statements are presented below and have been consistently applied unless stated otherwise. The amounts presented in the financial statements have been rounded to the nearest dollar.

Accounting Policies

(a) Donated Services

Volunteers have donated a significant amount of their time in the Company's services, these services are not reflected in the accompanying Financial Statements.

(b) Cash and Cash Equivalents

Cash and cash equivalents include cash on hand, deposits held at-call with banks, other short-term highly liquid investments.

(c) Employee Entitlements

Provisions made in respect of wages and salaries, annual leave, and other employee entitlements expected to be settled within 12 months, are calculated at salary rates effective at 30 June 2021. Employee benefits payable later than one year have been measured at the present value of the estimated future cash outflows to be made for those benefits. In determining the liability, consideration is given to employee wage increases and the probability that the employee may not satisfy vesting requirements. Those cash outflows are discounted using market yields on national government bonds with terms to maturity that match the expected timing of cash flows. Contributions are made by the entity to an employee superannuation fund and are charged as expenses when incurred.

(d) Income Tax

No provision for income tax has been raised as the entity is exempt from income tax under Division 50 of the Income Tax Assessment Act 1997. Note that a provision for income tax of \$86,838 was raised in the prior year, however this was reversed in the current year once tax exempt status was confirmed for the Company during the current year and after signing the prior year accounts.

(e) Payables

Payables represent the liability outstanding at the end of the reporting period for goods and services received by the Company during the reporting period which remain unpaid. The balance is recognised as a current liability with the amount being normally paid within 30 days of recognition of the liability.

(f) Goods and Services Tax

Revenues, expenses and assets are recognised net of the amount of goods and services tax (GST), except:

- a) where the amount of GST incurred is not recoverable from the taxation authority, it is recognised as part of the cost of acquisition of an asset or as part of an item of expense;
- or
- b) for receivables and payables which are recognised inclusive of GST.

The net amount of GST recoverable from, or payable to, the taxation authority is included as part of receivables or payables.

Cash flows are included in the statement of cash flows on a gross basis. The GST component of cash flows arising from investing and financing activities which is recoverable from or payable to the taxation authority is classified as operating cash flows.

[Notes to the Financial Statements]

(g) Receivables

Receivables are recorded as amounts due to PIJI at the end of the reporting period.

(h) Revenue Recognition/Deferred Income

General donations and bequest are recognised as revenue when received.

Interest revenue is recognised as it accrues using the effective interest rate method, which for floating rate financial assets is the rate inherent in the instrument.

All revenue is stated net of the amount of goods and services tax (GST).

(i) Critical Accounting Estimates and Judgements

The Directors evaluate estimates and judgements incorporated into the financial statements based on historical knowledge and best available current information. Estimates assume a reasonable expectation of future events and are based on current trends and economic data, obtained both externally and within the Company.

Key estimates

a) Revenue Recognition

Key judgements have been made around the recognition of income as defined in note 1(h).

b) Realisation Basis

The strategic mission of the Company has a limited life and accordingly a realisation provision was created to account for the costs of winding up operations in future. The amount provided for realisation has been estimated based upon the likely costs of a registered company liquidator performing these services.

(j) New Accounting Standards for Application in Future Periods

The AASB has issued new and amended accounting standards and interpretations that have mandatory application dates for future reporting periods. The Company has decided against early adoption of these standards.

2. Related Party Transactions

There was an arm's length monetary transaction with the related party, director, Dr Margaret Simons during the Financial Year of \$1,600. (2020; \$1,600).

PIJI has obtained professional pro-bono services from members of the Board of Directors and its advisory committee members. No payment was made for these services.

[Notes to the Financial Statements]

3. Notes to the Cash Flow Statement

Reconciliation of Cash

Cash at the end of the Financial Year as shown in the cash flow statement is reconciled to the related items in the balance sheet as follows:

	2021 \$	2020 \$
Cash at Bank	305,558	136,949
	305,558	136,949

Reconciliation of profit from ordinary activities to net cash flows from operating activities

	2021 \$	2020 \$
Surplus/(Deficit) from ordinary activities before income tax	(89,441)	289,460
Non-cash flows in operating surplus	39,973	12,987
Changes in assets and liabilities, net of the effects of purchase and disposals		
Increase (Decrease) in Payables	5,874	51,453
Decrease (Increase) in Receivables	214,500	(214,500)
Decrease (Increase) in Prepayments & Deposits	(2,297)	(2,461)
Cash flows from operations	168,609	136,939

4. Remuneration of Auditors

	2021 \$	2020 \$
William Buck – Auditing the financial report	4,000	4,000
William Buck – Other compliance services	2,250	2,250
	6,250	6,250

[Notes to the Financial Statements]

5. Receivables

	2021 \$	2020 \$
newDemocracy Foundation	-	214,500
Total receivables	-	214,500

6. Payables

	2021 \$	2020 \$
Payables	34,894	44,257
Accrued Expenses	22,350	12,987
	63,118	57,244

7. Provisions

	2021 \$	2020 \$
Employee Entitlements	17,575	94,033
Provision for Realisation	25,000	-
	42,575	94,033

8. Retained Earnings

	2021 \$	2020 \$
Balance at beginning of Financial Year	202,632	-
Loss for year	(2,603)	202,632
Balance at end of Financial Year	200,029	202,632

9. Operating and Leasing Commitments

Operating Lease Commitments

There are no non-cancellable operating leases at report date.

The Company has no finance leases.

[Notes to the Financial Statements]

10. Financial Risk Management

The Company's financial instruments consist of deposits with banks, accounts receivable and payable and leases.

The total for each category of financial instruments, measured in accordance with AASB 139 as detailed in the accounting policies to these financial statements, are as follows:

	2021 \$	2020 \$
Financial Assets		
Cash and cash equivalents	305,558	136,949
Receivables	-	214,500
Total Financial Assets	305,558	351,449
Financial Liabilities		
Trade and other payables	63,118	57,244
Total Financial Liabilities	63,118	57,244

Financial Risk Management Policies

The Board's overall risk management strategy seeks to assist the Company in meeting its financial targets, whilst minimising adverse effects on financial performance. Risk management policies and matrix are reviewed and approved by the board on a regular basis. These include credit risk and future cash flow requirements.

The main risks the Company is exposed to through its financial instruments are credit risk, liquidity risk and market risk relating to interest rate risk.

(a) Credit risk

Credit risk refers to the risk that a counterparty will default on its contractual obligation resulting in financial loss to the Company. The Company, while exposed to credit related losses in the event of non-performance by counterparties to financial instruments, does not expect any counter parties to fail to meet their obligations.

The Company's only significant credit risk exposure to any single counterparty is with its bankers Commonwealth Bank. The carrying amount of financial assets recorded in the balance sheet, net of any provision for doubtful debts, represents the Company's maximum exposure to credit risk.

(b) Liquidity risk

Liquidity risk is the risk of being unable to meet financial obligations as they fall due. The Company's exposure to liquidity risk is low due to the active and regular monitoring of financial performance, approved budgets and future cash flows, coupled with the significant reserves held by the Company.

(c) Interest rate risk

The Company's exposure to market interest rates relates primarily to the Company's cash and cash equivalent assets. The Company has no borrowings.

[Notes to the Financial Statements]

10. Financial Risk Management (continued)

At balance date the Company had the following mix of financial assets exposed to Australian variable interest rate risk:

	Interest Rate %	2021 \$
Cash at bank	0.00 - 0.25%	305,558
		305,558

	Interest Rate %	2020 \$
Cash at bank	0.00 - 0.25%	136,949
		136,949

11. Reserves

There are no reserves of the Company.

12. Contingent Assets and Liabilities

The directors have determined that no other contingent asset or liability exists at the end of the reporting period.

13. Fair Value Measurements

The Company does not have any assets or liabilities that are required to be measured at fair value on a recurring or non-recurring basis.

14. Realisation Basis

PIJI was always intended to have a limited life and given the significant challenges of raising income during a global pandemic it is likely the company may need to conclude its operations at, or before, the end of the 2021/22 Financial Year. A Provision has been established to provide \$15,000 to a company liquidator to conduct Members Voluntary Liquidation, plus a contingency of \$10,000 for legal, employment and other such matters to conclude the affairs of the Company.

15. Remuneration & Retirement Benefits

Any person(s) having authority and responsibility for planning, directing and controlling the activities of the entity, directly or indirectly, including any director (whether executive or otherwise) of the Company is considered key management personnel. The total of remuneration paid to key management personnel of the Company during the year are as follows:

	2021 \$	2020 \$
Key management personnel compensation	198,800	102,527

Directors of the Company receive no financial benefits. They provide their services on an honorary basis.

[Notes to the Financial Statements]

16. Events occurring after the reporting date

The matters or circumstances which have arisen since 30 June 2021 that have significantly affected, or may significantly affect the Company's operations, the results of those operations, or the Company's state of affairs in future financial years, except for the following matter.

In the July 2021 board meeting the directors resolved to accept a 2021/22 Budget that determines a reduction in operations for the 7 months ending 31 January 2022. The company will be wound up at that point if no new funding is secured. Based on the possibility of a budgeted 31 January 2022 windup, the 2020/21 Financial Statements are prepared on a realisation basis.

Dr Margaret Simons resigned as a director of the company on the 6th of August 2021.

17. Additional Company Information

The Public Interest Journalism Initiative Ltd is a Company limited by Guarantee, incorporated and operating in Australia.

Principal Place of Business

Level 6
126 Wellington Parade
East Melbourne Vic 3002

Principal Registered Office

Level 6
126 Wellington Parade
East Melbourne Vic 3002

[Directors' Declaration]

The Directors have determined that the Company is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies described in Note 1 to the financial statements.

The Directors declare that that in the Director's opinion:

1. The financial statements and notes, as set out on pages 7 to 17, are in accordance with:
 - a. the Corporations Act 2001
 - b. Australian Accounting Standards applicable to the Company; and
 - c. give a true and fair view of the financial position of the Company as at 30 June 2021 and of the performance for the year ended on that date in accordance with the accounting policies described in Note 1 of the financial statements and
2. There are reasonable grounds to believe that the Company is able to pay all of its debts as and when they become due and payable.

Signed in accordance with a resolution of directors made pursuant to section 295(5)(a) of the Corporations Act 2001.

On behalf of the Directors



Prof Allan Fels AO
Director



Mette Schepers
Director

Dated: 15th September 2021

[Independent Auditor's Report to Members]



Public Interest Journalism Initiative

Independent auditor's report to members

Report on the Audit of the Financial Report

Opinion

We have audited the financial report of Public Interest Journalism Initiative (the Company), which comprises the statement of financial position as at 30 June 2021, the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, and the directors' declaration.

In our opinion, the accompanying financial report of the Company, is in accordance with the *Corporations Act 2001*, including:

- a) giving a true and fair view of the Company's financial position as at 30 June 2021 and of its financial performance for the year then ended; and
- b) complying with Australian Accounting Standards - Reduced Disclosure Regime and the *Corporations Regulations 2001*.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Company in accordance with the auditor independence requirements of the *Corporations Act 2001* and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 Code of Ethics for Professional Accountants (*including Independence Standards*) (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other Matter

We draw attention to Note 1 of the financial report, which describes that the financial statements have been prepared on a realisation basis as the Company has a limited life and accordingly that a realisation provision was created to account for the costs of winding up operations in future, such that the Company can pay its debts as and when they fall due during the life of its operations. Our conclusion is not modified in respect of this matter.

ACCOUNTANTS & ADVISORS

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[Independent Auditor's Report to Members]



Other Information

The directors are responsible for the other information. The other information comprises the information included in the Company's annual report for the year ended 30 June 2021, but does not include the financial report and the auditor's report thereon.

Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of the Directors for the Financial Report

The directors of the Company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards - Reduced Disclosure Regime and the *Corporations Act 2001* and for such internal control as the directors determine is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the directors are responsible for assessing the ability of the Company to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

A further description of our responsibilities for the audit of these financial statements is located at the Auditing and Assurance Standards Board website at:

http://www.auasb.gov.au/auditors_responsibilities/ar4.pdf

This description forms part of our independent auditor's report.

[Independent Auditor's Report to Members]



We also provide the directors with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

William Buck

William Buck Audit (Vic) Pty Ltd
ABN: 59 116 151 136

J. C. Luckins

J. C. Luckins
Director

Melbourne, 15 September 2021


[Public Interest Journalism Initiative]

CONTACT US

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