

Walkley Awards for excellence in journalism

# Program & Partnerships



## HISTORY

In 1956, while our sportspeople were collecting gold medals at the Melbourne Olympics, Australia's journalists were receiving their first Walkley Awards.

The awards were started, with five categories and enough prize money to buy a Sydney house, by Ampol Petroleum founder Sir William Gaston Walkley.

William Walkley appreciated the media's support for his oil exploration efforts. He envisaged awards that recognised emerging talent in the Australian media. Since then, winning stories have chronicled Australia's history, people and events.

In the 1990s, the Walkleys underwent a major review which resulted in a massive expansion of the awards to encompass all major areas of the media. It also established the Walkley partnership network to secure the award's pre-eminence as Australia's most prestigious journalism accolades.

Broadcast nationally on SBS, the Walkley Award Ceremony is today the Australian media's night of nights and annually draws the cream of Australia's journalism community together with business and political leaders to celebrate excellence in the media. The gala black tie event features presentations by some of Australia's most respected journalists.

The organiser of the awards is the Walkley Foundation - a non-profit body aimed at supporting and encouraging professional and ethical journalism and rewarding excellence in the Australian media. The Walkley Foundation also hosts a year-round program for journalists and media professionals and produces *The Walkley Magazine - Inside the Australian Media* - a full colour bi-monthly media magazine mailed to more than 10,000 media professionals.

The Walkleys have a proud history of sponsorship, dating back to their foundations.

Our partners are an important legion of supporters that share the Walkley Foundation philosophy and vision for a professional and independent media.

The Walkleys are a symbol of quality journalism at its peak and some of Australia's most respected companies annually join us in this celebration. The Walkley sponsor network includes all major Australian media companies and leading corporate businesses.

In 2009, 34 awards will be presented across all areas of print, radio, television and online journalism, including the coveted Gold Walkley. The awards will be given on November 26 in Sydney for work done in the 12 months ending August 31 each year.

In half a century, the Walkley Awards have been the inspiration for hundreds of great careers in journalism.

***“Australia’s journalists know that winning a Walkley is a reason to celebrate. It confers prestige, prize money and a handsome trophy.***

***It is the recognition by one’s peers that special initiative deserves a special reward. To the winner it means that all those years of training and being barked at by demanding editors were not entirely in vain.”***

John Hurst, author of  
*The Walkley Awards*

## SPONSORSHIP • PROFILE & OPPORTUNITY

Sponsoring the Walkleys offers the opportunity to be associated with excellence in the public and powerful area of the media, as well as providing direct access to nearly 11,000 opinion makers and the progressive positioning of your company among senior commentators.

This is a rare chance to sponsor a prestigious national media program. Comprising a tiered sponsorship structure, there are no other sponsorships in this country that singly show a company's support of professional excellence in the mainstream media in such a prestigious and wide-reaching journalistic forum.

The integrity and exclusivity of the Walkley program is beyond comparison to other media partnerships.

The Walkley Awards is Australia's largest media gathering, providing sponsors with access and networking opportunities at the "invitation only" event.

Walkley Award Partnerships are a great way for your company to build up awareness of your corporate brand or profile with the media and show your company's commitment to excellence both in the media and your own industry.

Make it part of your company's corporate relations strategy. Walkley sponsors are given the opportunity to network with senior media at exclusive Walkley luncheons and with senior editors and producers as well as Walkley judges and other key media at Walkley nomination events.

Every year, winners are promoted extensively to the media. Walkley partners are promoted in conjunction with major publicity and promotional materials for the Walkley Awards, including *The Walkley Magazine - Inside the Australian Media*, the official entry form and the Walkley website.

Walkley promotion goes directly to members of the Media, Entertainment & Arts Alliance and through major promotion throughout the Australian media.

Your company representatives have the opportunity to host guests at the gala presentation ceremony and will join us on stage to present the winner with his/her trophy.

The Walkley Awards program offers sponsor benefits throughout the year, throughout the country and throughout the Australian media.

*The Walkleys are a way  
of standing up and saying  
"what we do matters,  
we're proud of it."*

Laurie Oakes, 1998  
acceptance speech

## NEW PROGRAM OPPORTUNITIES AND PARTNERSHIPS

The Walkley Foundation is seeking new partners to join with us as we grow and develop our national program. Key opportunities exist to develop exciting new awards and event partnerships.

Depending on the package of benefits, this is an opportunity for a company to play a major role in partnering with the foundation as it launches new Walkley Awards or journalism programs.

Program opportunities being investigated by the Walkley Foundation include:

- ◆ A Walkley Arts Journalism Award and Program
- ◆ A National Women's Media Program
- ◆ Development of an Asia-Pacific Press Freedom award (to be presented in conjunction with the Australian Press Freedom Media Dinner hosted annually in April)
- ◆ Walkley Foundation Partnerships - media foundation support across the Walkley program

Value: POA

***"Words are the only  
thing that matter."***

Les Carlyon, 2004 acceptance speech

## WALKLEY PROFESSIONAL DEVELOPMENT PROGRAM

The Walkley Convention Program is a broad-reaching initiative of annual events covering key areas for media professionals including freelance and regional/suburban journalists, as well as public relations practitioners and media advisers. It includes:

- ◆ The Freelance Journalism Convention - held annually in Brisbane, Sydney or Melbourne
- ◆ The Regional Journalism Convention - held annually in regional centres in Queensland, NSW and Victoria
- ◆ The National Public Affairs Convention - Sydney - attended by external communications professionals from around Australia
- ◆ The National Public Impact Day Series - Sydney, Melbourne, Canberra, Adelaide, Perth, Brisbane - half day seminars for external communications professionals

This successful convention program attracts tremendous interest from Media Alliance members and brings together around 500 media and public relations specialists in one, two and three-day conferences held in or near the state capitals.

Convention partnership is a valuable commercial opportunity, allowing for the progressive positioning of your company with specific audiences. Several key events also include cocktail and dinner functions, which provide increased branding and networking opportunities for your organisation and its representatives.

Value: POA

***"It's a snack winning  
these Walkleys isn't it?  
I've just been waiting  
43 years to get up here  
on this stage."***

Phil Wilkins, 2004 acceptance speech

## WALKLEY AWARD SPONSORSHIP TIERS

### GOLD PARTNERSHIP

The Gold Sponsor is right at the heart of the Walkley Foundation and Award Program. Gold partnership wraps the lead sponsor around the journalism program and offers privileged access and hosting opportunities at Walkley Award events.

The coveted Gold Walkley is awarded to a journalist selected from the winners of all the other sections. There are approximately 1,500 entries each year and a hundred finalists from media organisations from around the country, all of whom are keen to publicise their achievement.

The Gold Sponsor's name appears with Walkley Award and Gold Walkley publicity and promotional materials, including *The Walkley Magazine - Inside the Australian Media* and the Walkley website.

Our Gold Sponsor also jointly entertains editors and producers from around Australia at luncheons to encourage entries from Australia's most prestigious media.

A company representative will have the pleasure of presenting this major award and congratulating the Gold Walkley winner.

As well as the benefits of access and positioning among senior Australian commentators and opinion makers in the media industry, the Walkley Foundation will tailor a package of benefits to suit your needs. This could include:

- ◆ Joint hosting of the Walkley Award Gala Ceremony
- ◆ Logo recognition on all major publicity including invite, entry form, finalist announcement invites and the Walkley Finalists Booklet
- ◆ The Gold Sponsor to give welcome speech at presentation dinner Sponsorship of the Gold Walkley
- ◆ Invitations to the awards for your company representatives, clients and media guests
- ◆ Prominent sponsorship and advertising privileges in *The Walkley Magazine - Inside the Australian Media* (one full page advertisement in each issue) and major sponsor acknowledgment inside each issue
- ◆ Advertising on [www.walkleys.com](http://www.walkleys.com) to be mutually agreed upon
- ◆ Major sponsorship of the Walkley Program
- ◆ Hosting privileges for the annual Walkley Judges Luncheon
- ◆ Hosting privileges for the annual Walkley Editors and Producers Luncheons
- ◆ Major sponsorship of the finalists announcements
- ◆ Creation of new events opportunities to suit sponsor's goals
- ◆ Prominent identification and appreciation at the presentation dinner, in the audio-visual presentation, on the dinner program, on the invitation, in the cocktail foyer and on the trophy
- ◆ A twice-yearly media listing in *The Walkley Magazine - Inside the Australian Media* with contact details for all your media relations and corporate affairs
- ◆ Representation on the dedicated website included in the naming rights to the awards and media forums and an established hotlink to your site
- ◆ Magazine email alert sent to more than 10,000 journalists and others interested in the media
- ◆ The opportunity to negotiate benefits specific to your needs

Value: POA

***“To be described as a ‘Walkley-winning journalist’ is the most prestigious appellation a journalist can achieve, representing a recognition of excellence from one's peers.”***

Kate McClymont,  
Winner - Gold Walkley

## WALKLEY AWARD SPONSORSHIP TIERS

### MAJOR SPONSORS

Major Silver sponsors present the benefits of award sponsorship together with exclusive branding around a specific aspect of the Walkley Program

These include:

- ◆ Photography Exhibition program (currently held by Nikon)
- ◆ Non-Fiction Book Award program

These opportunities provide a forum for your representatives to network with leading editors, news directors, finance editors and executive producers

Benefits are spread throughout the year and include:

- ◆ 10 invitations to the gala presentation to be held in Sydney, on the last Thursday in November (Thursday, November 26, 2009)
- ◆ Advertising in the Yearbook *Walkley Magazine* (105 mm x 202 mm) placed by the tribute to the winner of your award
- ◆ A listing in two issues of *The Walkley Magazine* for all media and corporate affairs contact details
- ◆ One month banner advertising on [www.walkley.com](http://www.walkley.com) website at a mutually agreed upon time
- ◆ Your logo on promotional material produced for the event
- ◆ Your logo on the Walkley Awards web-site with links to your website identification and appreciation at the presentation dinner, in an audio-visual presentation, on the dinner program and your award winner's trophy
- ◆ Your representative presents the winner of your award with their trophy during the ceremony
- ◆ Opportunity to build tables at the exclusive invitation-only event
- ◆ Invitations to all the activities included in the Walkley Awards program including:
  - **Walkley Media Forums** - held in state capitals bringing together Australia's most senior journalists in discussion, debate and celebration.
  - **Finalists' announcement cocktail events** held nationally in lead-up to the annual awards featuring high profile media hosts and editors and producers.
  - **Walkley Program Launch** - held annually in May to officially launch the Walkley Awards each year.
  - **Walkley Judges and Sponsors Luncheon** - held annually in the lead-up to the announcement of finalists in the Walkley Awards.

Value: Starts at \$50,000

*"The Walkley Awards are Australian journalism's Pulitzer equivalent. They are an annual benchmark of the best and most creative in our industry - words, pictures and artwork; frontline and backroom."*

Paul McGeough, winner for Journalism Leadership, 2004

## WALKLEY AWARD SPONSORSHIP TIERS

### PREMIER SILVER SPONSORS

Offers an opportunity for sponsors to host an extra private event to tie in with their award. Examples of these are the annual Business Lunch currently sponsored by JPMorgan and the CSR Lunch by ANZ Bank and the Media Debate by Ernst and Young.

Benefits include:

- ◆ 4 invitations to the gala presentation to be held in Sydney, on the last Thursday in November (Thursday, November 26, 2009)
- ◆ Advertising in the Yearbook *Walkley Magazine* (105 mm x 202 mm) placed by the tribute to the winner of your award
- ◆ A listing in two issues of *The Walkley Magazine* for all media and corporate affairs contact details
- ◆ Your logo on promotional material produced for the event
- ◆ Your logo on the Walkley Awards web-site with links to your website identification and appreciation at the presentation dinner, in an audio-visual presentation, on the dinner program and your award winner's trophy
- ◆ Your representative presents the winner of your award with their trophy during the ceremony
- ◆ Opportunity to build tables at the exclusive invitation-only event
- ◆ Invitations to all the activities included in the Walkley Awards program including:
  - **Walkley Media Forums** - held in state capitals bringing together Australia's most senior journalists in discussion, debate and celebration.
  - **Finalists' announcement cocktail events** held nationally in lead-up to the annual awards featuring high profile media hosts and editors and producers.
  - **Walkley Program Launch** - held annually in May to officially launch the Walkley Awards each year.
  - **Walkley Judges and Sponsors Luncheon** - held annually in the lead-up to the announcement of finalists in the Walkley Awards.

Opportunity to host a private media event to celebrate the finalist announcement of your category or an area of specialty that relates to your Walkley Category.

Value: Starts at \$30,000

## WALKLEY AWARD SPONSORSHIP TIERS

### SILVER SPONSORSHIP

Silver Walkley partnership is built around sponsorship of an existing Walkley Award.

Benefits are spread throughout the year and include:

- ◆ 4 invitations to the gala presentation to be held in Sydney, on the last Thursday in November (Thursday, November 26, 2009)
- ◆ Advertising in the Yearbook *Walkley Magazine* (105 mm x 202 mm) placed by the tribute to the winner of your award
- ◆ A listing in two issues of *The Walkley Magazine* for all media and corporate affairs contact details
- ◆ Your logo on promotional material produced for the event
- ◆ Your logo on the Walkley Awards web-site with links to your website identification and appreciation at the presentation dinner, in an audio-visual presentation, on the dinner program and your award winner's trophy
- ◆ Your representative presents the winner of your award with their trophy during the ceremony
- ◆ Opportunity to build tables at the exclusive invitation-only event
- ◆ Invitations to all the activities included in the Walkley Awards program including:
  - **Walkley Media Forums** - held in state capitals bringing together Australia's most senior journalists in discussion, debate and celebration.
  - **Finalists' announcement cocktail events** held nationally in lead-up to the annual awards featuring high profile media hosts and editors and producers.
  - **Walkley Program Launch** - held annually in May to officially launch the Walkley Awards each year.
  - **Walkley Judges and Sponsors Luncheon** - held annually in the lead-up to the announcement of finalists in the Walkley Awards.

Value: Starts at \$20,000

## WALKLEY AWARD SPONSORSHIP TIERS

### WALKLEY PROFESSIONAL DEVELOPMENT PROGRAMS

The Professional development arm of the Walkleys cover key areas for media professional including:

- ◆ Freelance Conference (held annually in either NSW, Victoria or Queensland)
- ◆ National Public Affairs Conference held in both Sydney and Canberra
- ◆ Student Programs held in Sydney, Melbourne, Brisbane, Adelaide and Perth.
- ◆ Training Programs for areas of new media development. Focusing on training in new media for experienced journalists and ethics and quality journalism for the technically savvy, but untrained.
- ◆ Walkley National Forum series held in Melbourne, Brisbane, Adelaide and Perth - held in conjunction with local media organisations, State libraries and universities, these lively public forums offer an intimate understanding and rare behind the scenes look at the Australian media.

These events provide a unique opportunity for your state-based media to network with local media representatives in a friendly and informal environment.

Value: Starts at \$10,000

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### FOUNDATION SPONSORSHIPS

Foundation sponsors support the core of the Foundation's work. They contribute to the overall running of the Foundation and align themselves with the ideals of excellence.

Value: Starts at \$10,000

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### EVENT SPONSORSHIPS

Event Sponsors contribute to a specific event whether it is an association with photography, public affairs, a specific conference or program such as the student days or the Walkley Awards themselves. Also available are one off events including:

- ◆ Editors and Producers Lunch series (held in each state)
- ◆ Walkley Judges Lunch series held in Sydney

Value: Starts at \$5,000

## WALKLEY AWARD SPONSORSHIP TIERS

### YOUNG AUSTRALIAN JOURNALIST OF THE YEAR AWARDS

An initiative started in 2008 to celebrate upcoming Walkley winners of the future. Categories include Print, TV, Radio, Online and Photography as well as the overall winner of the Young Australian Journalist of the Year Awards. The winner receives a trip to London, New York and Washington and \$5,000 spending money.

Categories currently available for sponsorship in 2010 include:

- ◆ Online

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### ***THE WALKLEY MAGAZINE - INSIDE THE AUSTRALIAN MEDIA***

Published 6 times a year

The magazine is the only forum for discussion of media issues by and for journalists, is an essential read for anyone wanting to understand the Australia media. It attracts contributions from Australia's best writers, editors, producers, journalists, artists and photographers and enjoys broad industry support.

The Foundation is about to relaunch [www.walkleys.com](http://www.walkleys.com) to include an up to the minute Walkley Magazine showcase. This website is an essential tool for journalists and a showcase of interesting news and analysis on the craft and profession of journalism.

Benefits include:

- ◆ Logo on magazine inside cover in every issue
- ◆ One strip advertisement in a mutually agreed upon edition of the magazine
- ◆ One month banner advertising on [www.walkleys.com](http://www.walkleys.com) at a mutually agreed upon time

Value: Starts at \$5,000

#### **Advertising**

Details on advertising for both *The Walkley Magazine - Inside the Media* and [www.walkleys.com](http://www.walkleys.com) are available upon request

## WALKLEY EVENTS

### WALKLEY AWARDS PRESENTATION DINNER

This is the journalism industry's night of nights, telecast by SBS TV and webcast live around the world.

The sponsors' generosity will be appreciated at the awards dinner where they will play host to the greatest talent in Australian journalism.

Awards have been presented each year by well known public figures including Prime Ministers and Governors-General as well as high profile media identities including the likes of Gerald Stone, Geraldine Doogue, Kerry O'Brien, George Negus, Ita Buttrose, Laurie Oakes, Sandra Sully, Mike Carlton, Jenny Brockie, Maxine McKew and Mary Kostakidis. No other event in the media calendar gets as many senior journalism and media identities in the one place at one time.

The award presentation dinner provides the opportunity for an organisation to share the limelight and excitement of this gala event. The event is broadcast nationally by SBS and webcast the same night.

You will join us with around 1,000 media professionals and business and community leaders.

The event provides a sophisticated and relaxed atmosphere for your senior executives to entertain their choice of journalists and clients.

### WALKLEY NATIONAL FORUM SERIES

*Melbourne, Sydney, Brisbane, Adelaide & Perth*

Held in conjunction with local media organisations, State libraries and universities, these lively public forums offer an intimate understanding and rare behind-the-scenes look at the Australian media.

This is where Australia's most senior journalists and media commentators gather to discuss and debate issues that go to the heart of journalism and the media in Australia.

Forums have addressed questions like is there a place for opinion in the Australian media, what is our role in reporting politics, are lawyers taming our journalism and how far is PR infiltrating the media?

Other issues have included reporting disaster, racism, conflict and sport and the speakers list reads like a who's who of Australian journalism: Jim Waley, Paul Williams, Laurie Oakes, Pamela Williams, Tim Palmer, Chris Masters, Jenny Brockie, Mark Davis, Hedley Thomas, Malcolm Farr, Alex Mitchell, Andrew Rule and Tony Koch to name only a few.

The forums provide a unique opportunity for your state-based media liaison officers to network with local media representatives in a friendly and informal environment.

***"When you see the intellectual strength of the work of all the finalists and winners of the Walkley Awards and you see all the effort and legwork they put into it, that is an ongoing inspiration to all of us as journalists."***

Quentin Dempster, 2002  
acceptance speech

## WALKLEY EVENTS

### WALKLEY PROGRAM LAUNCH AND ANNUAL SPONSOR LUNCHEON

This luncheon is the official launch of the Walkley Program and marks the start of the countdown to the Walkley Awards for Excellence in Journalism. The lunch welcomes Walkley sponsor partners in a networking atmosphere and features a speech by a senior journalist or Walkley winner. It is a good opportunity for sponsors to network with board members and senior members of the media.

### WALKLEY EDITORS AND PRODUCERS LUNCHEON

Offering a rare opportunity for media leaders across the industry to get together, this luncheon is an influential forum for broad discussion of the Walkley Awards. A sponsoring partner has the opportunity to develop with the Walkley Foundation this annual event into a national series - hosting additional lunches in Brisbane and Melbourne. The luncheon offers the opportunity for a major sponsor to network with leading editors, news directors, finance editors and executive producers.

### WALKLEY JUDGES AND SPONSORS LUNCHEON

This luncheon brings together senior media who have participated as Walkley judges in the countdown to the announcement of Walkley nominees. It is a gathering of some of the media industry's major players and past Walkley winners, and allows sponsors an insight into the judging of Australia's most prestigious media accolades.

### NATIONAL FINALISTS ANNOUNCEMENTS

In the lead-up to the awards presentation each year, we announce our finalists at special cocktail events over one week in October. The finalists' announcement is part of a program to make the Walkleys as accessible to as many journalists as possible.

### NIKON-WALKLEY PRESS PHOTO EXHIBITION

Finalists' news and feature photographic images are exhibited at the Blender Gallery in Sydney. In excess of 90 works by Australia's best photojournalists, chronicling the news, events, elation and tragedy of the year in the media are showcased at this exhibition. This event can be developed into a national showcase.

***"The Walkleys are based on a solid tradition appealing to all aspects of our craft, and of undoubted integrity in judging by a wide cross-section of practitioners.***

***Winning a Walkley Award is an unchallenged acknowledgement of excellence."***

Malcolm Farr, Former Walkley Chair and Chief Political Reporter, *The Daily Telegraph*

## **THE WALKLEY MAGAZINE - INSIDE THE AUSTRALIAN MEDIA**

*Published six times a year*

*The Walkley Magazine - Inside the Australian Media* - the only forum for discussion of media issues by and for journalists, is an essential read for anyone wanting to understand the Australian media. It attracts contributions from Australia's best writers, editors, producers, journalists, artists and photographers and enjoys broad industry support.

As sponsor, your logo will appear on the magazine inside cover and on the entry form inserted in the Call for Entries Issue produced each July. As well as playing a high profile central role in supporting this respected industry forum, the magazine offers a year-round reminder of your partnership and support for excellence in the media.

It is distributed by direct mail to nearly 11,000 journalists and distributed to a burgeoning subscription base.

As a sponsor, your advertisement will appear in the Walkley Yearbook Issue together with a tribute to each of your award winners. This tribute is a vehicle to show your support more personally to the winner of your award and more broadly to the media industry. The Walkley Finalists Issue, released in October, also showcases your partnership support.

**[www.walkleys.com](http://www.walkleys.com) and <http://magazine.walkleys.com>**

The Walkley Foundation website and Walkley Magazine online are essential tools for journalists at work and a vital source of information on the Walkley Awards.

As well as showcasing our partners and program, these sites are a vital source of interesting news and analysis on the craft and profession of journalism.

***"It is the highest accolade,  
one that all Australian  
journalists revere and  
aspire to - serving to  
inspire those in the  
profession to work to  
the highest standard and  
give more than our best  
in the hope of gaining  
that prized epithet  
'Walkley Award winner'."***

Estelle Blackburn, 2001 Winner  
- Most Outstanding Contribution  
to Journalism

## WALKLEY AWARDS

### PRINT, ONLINE AND WIRE SERVICE JOURNALISM

- ◆ News report
- ◆ Newspaper feature writing
- ◆ Magazine feature writing
- ◆ Three headings

### ARTWORK

- ◆ Cartoon
- ◆ Artwork - including digital photo illustration and information graphics

### PHOTOGRAPHY

- ◆ News photography
  - Spot news
  - General news
- ◆ Daily life/feature photography
- ◆ Sport
- ◆ Photographic essay

### RADIO JOURNALISM

- ◆ News reporting
- ◆ Current affairs reporting
- ◆ Feature, documentary or broadcast special

### TELEVISION JOURNALISM

- ◆ News reporting
- ◆ Current affairs reporting (less than 20 minutes)
- ◆ Current affairs, feature, documentary or special (more than 20 minutes)
- ◆ News and current affairs camera

### LITERARY AWARD

- ◆ Best non-fiction book

### ALL MEDIA

- ◆ Best use of the media
- ◆ Coverage of community or regional affairs
- ◆ International journalism
- ◆ Business journalism
- ◆ Investigative journalism
- ◆ Coverage of Indigenous affairs
- ◆ Sport news reporting
- ◆ Sport feature coverage
- ◆ Coverage of the Asia-Pacific region
- ◆ Social equity journalism
- ◆ Commentary, analysis, opinion and critique
- ◆ Broadcast interviewing

The following Walkley Awards are not nominated categories but are presented at the Walkley Awards Gala Ceremony:

- ◆ Nikon-Walkley Press Photographer of the Year
- ◆ Most outstanding contribution to journalism
- ◆ Journalistic leadership
- ◆ Gold Walkley

*“After last year’s award for Best Non-Fiction Book, quite a number of people wrote from Europe and the States congratulating me on winning ‘your version of the Pulitzer.’ I think that says something about the growing profile of the Walkleys around the world.”*

Bob Connolly, inaugural winner  
- Walkley Award for Best Non-Fiction Book

## SPONSORS

### MAJOR SPONSORS



### PREMIER SILVER SPONSORS



### SILVER MEDIA SPONSORS



### SILVER SPONSORS



### EVENT SPONSORS

