



Australian Press Council

2016-2020

STRATEGIC PLAN

INTRODUCTION

I am delighted to present what is, remarkably, the first Strategic Plan in the Australian Press Council's 40-year history. This document could not come at a more critical time for the more than 900 mastheads that are members of the Council and account for 95 per cent of print circulation and a high proportion of the most heavily viewed online news sites.



The media industry in Australia and overseas is undergoing a dynamic transformation, driven by the powerful forces of rapidly changing information and communications technology, increasing globalisation, and ever more intense competition. The industry must also adapt to changing patterns of news media consumption as electronic platforms begin to dominate, and to the changing social attitudes, expectations and sensitivities about privacy and media portrayals of religion, sexuality, children, and violence—especially violence against women and children.

In effect, the Strategic Plan presented here is composed of two parts. The first is more reflective; clarifying the Council's challenges, opportunities and purpose. It also specifies the key organisational enablers necessary to achieve success. The second part identifies our three core objectives and the strategies for meeting them.

The final version of the Strategic Plan 2016-2020 is the product of a highly collegial and consultative process. My warmest thanks to the members of the Council and to the Secretariat staff for their good will and energetic and constructive engagement in this endeavour.

Professor David Weisbrot AM



<p>In an era of dynamic change with challenges and opportunities we must:</p>	<p>Adapt to the changing media industry</p> <p>Uphold public expectations for high standards of practice</p> <p>Steadily expand membership across all forms of mastheads, print and electronic</p> <p>Adapt to changes in the regulatory landscape</p> <p>Enhance skills and expand services</p>		
<p>Our Purpose is:</p>	<p>To promote freedom of speech and responsible journalism</p>		
<p>Our key Organisational Enablers are:</p>	<ul style="list-style-type: none"> • Manage relationships well with members and external stakeholders (non-member media organisations, journalism academics and students, regulators, governments, etc) • Support and grow the membership base • Develop skills and capabilities to thrive in the new and changing media environment • Refine the APC's governance structures to improve strategic governance, efficiency and oversight • Ensure the APC's ongoing financial sustainability 		
<p>Our Main Strategic Objectives are to:</p>	<p>Ensure effective complaints handling</p>	<p>Develop and refine standards, guidelines and industry education</p>	<p>Advocate for press freedom, free speech and responsible journalism</p>
<p>Which we will achieve by:</p>	<p>Operating efficiently and effectively with strong quality assurance processes</p>	<p>Monitoring, revising or developing new standards as required</p>	<p>Establishing a strong, independent and authoritative voice on matters of press freedom, free speech and related policy concerns</p>
	<p>Adapting our processes to higher volumes and new types of complaints</p>	<p>Analysing and reporting complaints data to identify areas in need of standards projects, education and training initiatives, or both</p>	<p>Ensuring that we fulfil our role successfully so there is no argument for the imposition of government regulation of the free press</p>
	<p>Taking steps to ensure consistency of handling and outcomes</p>	<p>Adapting to changing patterns of production and dissemination of journalistic content</p>	<p>Engaging with relevant stakeholders, regulators and governments here and overseas</p>



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