

Timeline of our support of News in Australia

Over the past three years, Facebook has worked on creating a sustainable path for the news industry — from reaching commercial agreements with publishers, funding accelerators and grants to reach regional newsrooms affected by COVID-19 pandemic. The timeline below provides some key milestones and our support of Australian news publishers.

2021

FEBRUARY

Support for Australia’s regional publishers

Following the grants distributed via our partner — the Walkley Foundation, we have captured some of the stories from publishers’ vital support. From helping them hire and retain journalists, to grow revenue streams and ensure a sustainable business model for their newsrooms.

JANUARY

Eight Australian publishers shared the impact of the FJP accelerator program

After three months of attentive coaching, in-person training and the application of funding, the initiative helped publishers grow. This included new digital subscribers for News Corp’s regional division in Queensland and Melbourne’s Schwartz Media among others.

2020

JULY

Results announced for the FJP COVID-19 Australian News Relief Fund Program

As part of the [Facebook Journalism Project Relief Fund](#) — The Walkley Foundation announced grants that will support 17 Australian newsrooms in projects that build the publishers’ long-term financial sustainability.

MAY

Applications open for the FJP COVID-19 Australian News Relief Fund Grant Program

Providing funding to support Australian news organisations that serve regional or non-metropolitan communities in producing original news content related to COVID-19 and/or projects that contribute to a publishers’ long-term financial sustainability. News organisations were eligible for a single amount ranging from \$10,000-\$60,000 USD (circa \$15,000 to \$92,000 AUD).

APRIL

\$2M USD to support Asia Pacific news organisations

We made a \$2M USD investment in grant funding, coaching and training. Including a Digital Media Bootcamp: COVID-19 Edition for over 1,000 media professionals to learn about product best practices for coverage of COVID-19.

7News co-hosted Facebook Watch “COVID Frontline” exclusive

Co-hosted with Hong Kong’s South China Morning Post and Singapore’s Straits Times, the Facebook Watch broadcast that generated more than 25.6 million views in a partnership with 7News in Australia, the South China Morning Post (SCMP) in Hong Kong, and The Straits Times in Singapore.

Supporting fact-checkers and local news organisations

We partnered with The International Fact-Checking Network (IFCN) to launch a \$1M USD grant programme to increase fact-checkers’ capacity during this time — including fact-checking projects from RMIT ABC Fact Check (Australia) and other APAC countries.

Label Breaking News on Facebook

We expanded our test to enable more than 50 additional publishers including publishers in Australia to label their stories as breaking news on Facebook.

2019

SEPTEMBER

Expansion of Local News Accelerator to Australia and New Zealand

Launched a partnership with the Walkley Foundation — the program convened 11 publishers from September to December in Sydney and supported their efforts to boost direct reader revenue through subscriptions, memberships and one-off payments.

APAC News Leadership Roundtable

Australian publishers leaders were invited to a roundtable discussion in Singapore with Facebook Product Marketing Leadership on the launch of Facebook News in the US and on Facebook’s curation principles.

AUGUST

Facebook partners with Australian news publishers to fund news shows on Facebook Watch

Secured deals with seven Australian publishers for clips and original news programming for Facebook Watch — Seven, Nine, 10, SBS, Junkee, Sky and PedestrianTV.

Launched Facebook Watch and ad breaks

Following the global launch of Facebook Watch— Facebook brought adbreaks to Australia, allowing publishers to insert mid-roll and pre-roll advertising and generate revenue from their videos.

JUNE

Election best practice training for newsrooms

We brought journalists and newsroom leaders to our election readiness event, which focused on product updates that can aid newsrooms. This followed our initial training in April that included a CrowdTangle best practices session — educating attendees on how to leverage CrowdTangle data analytics specifically around elections.

APRIL

Third-party fact-checking in partnership

We launched our [third-party fact-checking in partnership](#) with the international news agency Agence France-Presse (AFP), as we continue to improve the accuracy of information on Facebook. We expanded our partnerships to include AAP Fact-check in June 2019.

FEBRUARY

The Walkley Foundation Partnership

We announced an AUS\$5 million investment in programs and partnerships that will help support the Australian community and news industry. This included support for the Alliance for Journalists’ Freedom’s (AJF) work to promote media freedom in the Asia-Pacific region and the right of journalists to report news freely.

2018

OCTOBER

Facebook Journalism Project & Storyful training

Australian journalists were invited to join a global training program with Storyful — an award-winning social media intelligence agency that verifies and contextualizes digital content. The program offered tips and cross-platform best practices for journalists as they discovered social media content online that is relevant to their reporting.

Asia Pacific News Literacy Working Group Sydney

Facebook Australia and our partners from the University of Technology Sydney brought 40 experts from Asia Pacific’s newsrooms, publishers, education institutions and third-party fact-checking organizations to discuss and identify initiatives that will help people be more discerning consumers, creators and sharers of media.

FJP News Day

We brought together 117 news partners, journalists for a full day of training in Sydney which included training on CrowdTangle and Facebook Analytics, product workshops on video and groups on Facebook and reporting best practices for Elections.

2017

JUNE

Asia Pacific News Literacy Group

To address the challenge of supporting news literacy in Asia Pacific, we supported projects identified by members of the Asia Pacific News Literacy Group, including:

- Supported [University of Technology Sydney’s School of Communication](#) research into ‘Falling in love again — what will it take for audiences to trust newsmakers again?’ which looked to identify and understand audience trust in news in Australia.
- Supported [Cringling News](#) to host the first national media literacy conference MediaMe, for young people in Australia. The conference brought together journalists, social media experts and academics to tackle different aspects of news and media literacy.
- Supported the [University of Melbourne study of “The Future Newsroom”](#). The study looked at the news industry and identified changes with professional journalism and new business models.