

*For more than 65,000 years First Nations people cared for country.
We acknowledge the Traditional Owners of Country throughout Australia and recognises the
continuing connection to lands, waters and communities. We pay our respect to Aboriginal and Torres
Strait Islander culture and to Elders past and present.*

20/09/2023

Dear Immigration, Citizenship and Multicultural Affairs, the Hon Andrew Giles MP

Multicultural Framework Review Submission

Thank you for the opportunity to provide a submission as part of the Multicultural Framework Review.

Media Diversity Australia (MDA) is a national not-for-profit organisation founded by journalists and communication professionals working towards a media landscape that looks and sounds more like Australia. Our mission is to bridge the divide between the Australian population and how it is represented in the media through research, advocacy and highly targeted programs.

Our flagship research, MDA's 2020 and 2022 ground-breaking report '*Who Gets to Tell Australian Stories?*' is a 'report card' on Indigeneity and cultural diversity in television news, with insights into what has changed, what has stayed the same, and opportunities to lead the charge toward greater diversity. It revealed a challenging picture about the representation of culturally diverse people in the media.

We are uniquely placed to hold up a mirror to the media industry via our flagship research, whilst simultaneously working alongside them, to implement the recommendations of our research in an endeavour to accelerate industry wide change.

Our membership base includes 100% of Australia's TV broadcasters (both public and commercial). Our members include ABC, SBS, News Corp Australia, Channel 7, Channel 9, Channel 10, AAP, The Guardian, The Daily Aus, Private Media Group, The Conversation Group, Junkee Media & ARE Media.

Earlier this year we held our inaugural industry roundtable in Sydney, bringing together Australia's media leadership and the Federal Communications Minister Michelle Rowland to commit to a path to industry-wide improvement around diversity, equity

and inclusion. This was the first time an industry-wide discussion was held among Australia's top media organisations to discuss the specific issue of cultural diversity and Indigenous representation.

The meeting, which was held at SBS, brought together the CEOs, Managing Directors and other senior representatives from MDA member organisations.

Some notable attendees included Nine's CEO Mike Sneesby, Ten's Executive Vice President, Chief Content Officer & Head of Paramount, Beverley McGarvey, Seven's Chief People and Culture Officer, Lucinda Gemmell, ABC's Chief Content Officer, Chris Oliver-Taylor, SBS's News Director Mandi Wicks and News Corp Australia's Group Executive, Corporate Affairs, Campbell Reid.

Put simply, the face of and management of broadcast journalism in Australia is more diverse since MDA released its landmark reports and rolled out its programs. MDA is holding up a mirror to the industry, while also providing solutions. There's been a notable push from many newsrooms to have their journalists and commentators reflect the broader community and by default, the wider conversation.

Given our work, influence and reach within Australian media companies, this review of the Multicultural Framework is of great interest to us and we welcome the opportunity to provide a submission.

A summary of our recommendations is outlined below.

Please feel free to contact us should you require any further information.

Yours sincerely

Isabel Lo

Founder & Chair

Mariam Veiszadeh

Chief Executive Officer

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ABOUT US

A media landscape that looks & sounds like Australia

Media Diversity Australia (MDA) is a national not-for-profit organisation, led by journalists and media professionals, that promotes cultural diversity in Australian journalism and news media. Our core mission is to bridge the existing gap between Australia's population and its representation in, and by, the media.

Our mission is to champion cultural diversity, representation, and active participation within the Australian journalism and news media industry. Founded in 2017 by a team of journalists, MDA envisions a media landscape where diverse voices are fully and equally integrated at every level, creating an Australian media environment that truly reflects the nation's rich diversity.

Our team brings deep knowledge of Australia's media, together with an understanding of the challenges faced by minorities – based on our first-hand experience as journalists, commentators, and media professionals.

We work in close collaboration with industry stakeholders and we are proud of our expertise in delivering ground-breaking research projects, evidence-based programs, and tailored initiatives, all of which disrupt the status quo and pave the way for diverse representation across the Australian media landscape.

At the heart of our organisation lies the influential Advisory Board, featuring esteemed figures from media (such as Waleed Aly and Stan Grant), law, advertising, and academia. These dedicated individuals are committed to fostering diversity both on and off-screen, further enriching our mission.

Our long term objectives are to work towards proportionate representation of culturally diverse people across news media and see a significant increase in markers of social cohesion when it comes to media narratives.

ABOUT OUR PEOPLE

Founded, led & staffed by people with lived experience

Isabel Lo, Founder & Chair, Media Diversity Australia

Isabel is the founder and chair of Media Diversity Australia. She is an advisory board member at the Centre for Media Transition and the Sustainable Media Centre in New York. Prior to this she was a senior editor at Mamamia, and produced at the ABC for shows including Hack Live, The Drum, Afternoon Live, Lateline Business and News Breakfast. Further abroad she worked for CNN International in London covering notable events including Grexit, the World Economic Forum in Davos, and labour strikes in Asia.

As part of the fledgling team that launched ABC News 24 she has worked in almost every position in the newsroom as a show runner, planner, presenter, autocue operator, supervising producer and tea room lady.

Born in Australia, she spent her most formative years growing up in Vanuatu, educated by French and British nuns, as the daughter of Chinese merchant-traders. Her vibrant childhood has led her to appreciate the rich diversity of voices that make up the Australian community. She is the mother of three and lives in New York City.

Mariam Veiszadeh, CEO, Media Diversity Australia

Mariam Veiszadeh is an award-winning human rights advocate, lawyer, diversity and inclusion practitioner, contributing author and media commentator. She is also the founder and Chair of the Islamophobia Register Australia, a first of its kind, non-for profit providing a unique platform for incidents of Islamophobia to be reported, recorded and analysed into a published reports.

Mariam has been involved in the anti-racism space for over a decade and has sat on numerous former and current Advisory groups including the recently formed National Anti-Racism Framework Project, Multicultural Advisory Group. Mariam was also a finalist award at the AHRC's Human Rights Awards (Racism. It Stops with me Category) and appointed as an Anti-Racism Ambassador.

She previously worked in a management role at the Diversity Council of Australia and has held multiple board positions including formerly as Co-Chair of Australian Muslim Women's Centre for Human Rights and Our Watch. Mariam has worked as radio commentator for the ABC radio and as a columnist for Fairfax media as well being as delivering a viral TEDxSydney talk. Mariam was born in Afghanistan and came to Australia in 1990 with her family as a refugee.

WHAT WE DO

Media membership

We offer diversity, equity, and inclusion expertise through our membership model.

MDA's bespoke membership program is for companies working across print, broadcast, digital, and everything in between. We empower members through our strategic insights and frameworks and translate our research and advocacy into practical, actionable, and genuine steps towards greater diversity and representation.

Member organisations benefit from MDA's expert directory and TalentHub and strategic insights and frameworks.

Our membership base includes 100% of Australia's TV broadcasters (both public and commercial). Our members include ABC, SBS, News Corp Australia, Channel 7, Channel 9, Channel 10, AAP, The Guardian, The Daily Aus, Private Media Group, The Conversation Group, Junkee Media & ARE Media.

Industry Round Table & Working Groups

Earlier this year MDA held a historic first, media industry DEI round table, bringing together Australia's media leadership and the Federal Communications Minister Michelle Rowland to commit to a path towards industry-wide improvement around diversity, equity and inclusion. The CEOs and MDs in attendance at the Industry Round Table made a number of [commitments](#) to work with us to accelerate change and address talent pipeline issues.

Building on the momentum of the round table, we are holding regular working group meetings to continue collaboration efforts and are currently working on a number of industry wide initiatives.

Resources for aspiring journalists & media workers

TalentHub

Our [TalentHub](#) connects diverse journalists and communications professionals with job opportunities and helps hirers find suitable candidates. One of the most popular and sought after services offered as part of our membership, we have placed dozens of candidates of First Nations and culturally diverse backgrounds into various employment opportunities across our media member organisations.

Resources for media

‘Find an Expert’ diversity directory - MDA’s first of its kind, ‘Find an Expert’ directory compiled to help newsrooms access culturally diverse talent and voices for interviews, speaking on a range of subjects and topical issues.

[Find an Expert - Media Diversity Australia](#)

Disability Reporting Handbook Released Nov 2021 – A detailed handbook to guide better newsroom reporting of people with disability.

[Disability Reporting Handbook - Media Diversity Australia](#)

Indigenous Reporting Handbook Released Jul 2018 – A detailed handbook to assist newsrooms covering Indigenous affairs, including a contacts list.

[Resources - Media Diversity Australia](#)

Research

Who Gets To Tell Australian Stories released August 2020 Sponsored by Deakin University, MEAA, Sydney University, Western Sydney University, iSentia, Telum Media & Google News Initiative

The ‘Who Gets To Tell Australian Stories?’ report is the first comprehensive picture of who tells, frames and produces stories in Australian television news and current affairs. It details the experience and the extent of inclusion and representation of culturally diverse news and current affairs presenters, commentators and reporters. It is also the first forensic examination of how our media treats cultural diversity at the workplace level.

[Who Gets To Tell Australian Stories - Media Diversity Australia](#)

Who Gets To Tell Australian Stories 2.0 released Nov 2022 Sponsored by Google, MEAA & University of Sydney

Our flagship biennial ‘Who Gets To Tell Australian Stories 2.0’ Research is a ‘report card’ on Indigeneity and cultural diversity in television news, with insights into what has changed, what has stayed the same, and opportunities to lead the charge toward greater diversity.

[Who Gets to Tell Australian Stories? 2.0 - Media Diversity Australia](#)

Online Safety for Diverse Journalists Research released May 2023 - Coinciding with Press Freedom Day, we launch our Australian-first research unpacking the online abuse of diverse journalists which is a key step toward identifying, understanding, and addressing online abuse and harassment of diverse journalists and media workers.

[Online Safety of Diverse Journalists - Media Diversity Australia](#)

Programs

Capacity Building Programs for communities

Program: Community Voices (2021)

Community Voices in partnership with Judith Nielson Institute offering CALD cohort training, support, practical experience and industry knowledge over the course of 12 months

Program: Amplifying Voices (2021 and 2022)

Description: Building the capacity of Muslim community delegates to engage with traditional Australian media and their skills as media spokespeople; strengthening Muslim community delegates' knowledge of how social media operates and how they can better engage their audiences; promoting accurate information and better representation of the Muslim faith and community in Australia, including correcting misrepresentations; and helping improve the relationship between Muslim communities and media professionals.

Partner/s: NSW Government (Social Policy Branch)

Pathways into industry for media professionals

Media Pathways Program (2023)

Description: Designed to empower culturally diverse students, graduates and job seekers in communications, especially those from refugee and asylum seeker backgrounds, this seminar series equips participants with the essential skills, confidence, connections and experience needed to thrive in Australia's media industry and pursue exciting employment opportunities.

Internships (2021, 2022, 2023)

Repeated yearly, in partnership with Google News Initiative offering final year media/communications students industry experience.

Fellowships (2022)

Inaugural political fellowship for emerging journalists in Canberra Press Gallery team during Federal election.

Future work (pending funding)

Who Gets To Tell Australian Stories 3.0 Research report (Applying for ARC Linkage grant in conjunction with two universities)

Media Inclusion Index

Audiences and advertisers demand more of the news media in terms of diversity, equity and inclusion and will reward progress with trust and loyalty. MDA proposes to launch two first of its kind cross industry index that will hold outlets accountable for falling short when it comes to diversity and inclusion. The first index the Media Inclusion Index will measure internal media staff attitudes towards inclusion, fairness and belonging. The second index the Audience and Diversity Index will measure by diversity of editorial leaders and social impact of reporting on diverse communities. They will both be annual, publicly released and part of a long term advocacy program.

- Exclusive to MDA Members
- Detailed measure of inclusion within media organisations focused on Newsrooms staff that measures and tracks progress against a benchmark
- Administered via Cultural Infusion (proposed) using their “Diversity Atlas” metric /model
- Members can use data generated via Index to survey baseline staff diversity, identify gaps, establish targets and track progress over time.
- First pilot iteration will focus on culturally diverse and First Nations with future iterations to consider other diversity dimensions
- Also survey primarily demographic data of staff including age, gender, disability, sexuality, appearance, education level and position.

Audience & Diversity Index

- Open to MDA Members + Non MDA Members
- All the major players across various mediums will receive an aggregate score /index that determine how inclusive and representative they are based on a range of measures from diversity of editorial leaders plus editorial content
- Range of measures to include audience attitudes, editorial content and leadership diversity
- Audience poll via Roy Morgan or Essential Media (proposed) on trust in respective outlets & representation of diverse Australians
- Assessment of board and editorial leaders diversity representation
- Analysis of a sample/slice of media coverage on diverse groups over a set period.

Media Pathways Project

Arising from MDA's Round Table Working Group meetings, we are proposing a cross industry collaboration led by MDA to help tackle talent pipeline issues by working collectively to create sustainable pathways into and around media.

1. School aged – “So you want to be a journalist?” style workshops to be delivered across schools, featuring talent from participating MDA working group members to encourage students to pursue careers in media
2. Early-career – MDA led cross industry collaboration to pool resources and funding towards co-designing paid internship opportunities (including scaffolding support for interns) for graduates and early career talent trying to break into the industry. To include coordination around MDA's TalentHub to help diversify entry level talent pool.
3. Mid-career – co -designing bespoke mentoring offering /internships which participating members can opt into, designed to nurture, develop and retain mid-career talent.
4. Senior talent – co -designing bespoke (in-house) secondment offering targeting the retention and promotion of senior talent.

Uniform measurement of DEI across media sector

Working with our media members to work towards a voluntary opting in to confidentially share details of internal DEI data collection and measurement (including diversity language) with a view to working towards adopting uniform metrics and language to enable a 'comparing of apples with apples'.

WHAT RESEARCH TELLS US

Australian media does not look and sound like contemporary Australia

In 2022, despite Australia being one of the most multicultural societies on earth with over 48% cent of us having a parent born overseas, our research highlights that more than 78% of TV reporters and presenters have an Anglo-Celtic background and only 6% have either an Indigenous or non-European background.

In 2020, 70% of TV journalists rated culturally diverse representation in media industry either poor their cultural backgrounds was barrier to career progression.

Indigeneity and cultural diversity among TV leadership remains poor, with Anglo-Celtic representation at levels well above the general Australian population.

Non-European Australian audiences have least trust in news and most concerned about representation

Interviews were carried out with 19 editorial leaders across several regional newsrooms, all leaders had an Anglo-Celtic background.

While there was an understanding of what cultural diversity brings and desire to increase representation, most believed the change required was beyond their resources and scope.

2020 & 2022 MDA Research Report 'Who Get's to Tell Australian Stories?'

A lack of cultural and geographic diversity in the Australian media workforce was identified in a PwC's study, highlighting that 82.7% of the Australian entertainment and media workforce were monolingual, speaking only English at home, and that 37% of the workforce lived in Sydney, with the second highest concentration living in Melbourne.

2016 PwC's Who's the fairest of them all? Study

Online abuse towards diverse journalists and media workers normalised, driving departures from the industry

Our *Online Safety of Diverse Journalists Research* led by Griffith University & Macquarie University and supported by the ABC, Meta, Google News Initiative, e-Safety Commissioner and Twitter revealed that discrimination and abuse increased towards journalists and media workers who identified as Aboriginal and/or Torres Strait Islander, and/or queer or transgender, and/or culturally diverse and/or living with a disability.

One of the key implications identified of the amplified abuse was that impacted journalists were more likely to self-censor, feel isolated and ultimately want to leave the industry.

Culturally diverse Australians face amplified barriers

In 2022, 1 in 3 adults from non-English speaking backgrounds reported experiencing discrimination on the basis of their skin colour, ethnic origin or religion in the previous 12 months.

The sense of national pride and belonging we have in Australia appears to be declining, along with our involvement in our communities.

A sense of national identity and belonging is a particularly important indicator of social integration for our newest Australians who have migrated here. This integration is impacted by a persistent degree of discrimination and prejudice in Australia – though by the same token is likely enabled by growing recognition and support for multiculturalism and diversity.

Scanlon Foundation Research Institute's Australian Cohesion Index 2023

All Together Now Report released in 2020 found that the minority communities targeted by the highest percentage of negative racist opinion pieces included Muslims (75%), Chinese Australians (55% negative) and Aboriginal Torres Strait Islanders (47% negative).

All Together Now's 2017 study of negative, racialised portrayals of different social groups across comment pieces in Australian newspapers “found that News Corp publications not only published the highest number of opinion pieces with a focus on race, but also that these items overwhelmingly provided a negative portrayal.”

Online Hate Speech in Australia – The Role of News Media and Pathways for Change report by Purpose (2023)

Traditional media feeling pressure to become partisan, undermining social cohesion

A report from the *Scanlon Foundation Research Institute (Australian Cohesion Inclusion Index)* references falling profits as a reason why “sections of the mainstream media shore up their customer base by becoming more partisan, offering loyal audiences what they want to hear, rather than telling them what they need to know. This is reinforced by the echo chamber of social media run by algorithms that feed into assumptions and prejudices.”

A newly released *Online Hate Speech in Australia – The Role of News Media and Pathways for Change report by Purpose (2023)* also noted “what appeared to be mutualistic relationships between news media actors and external actors who are producing and amplifying strong deficit discourse or even engaging in hate speech. This pattern highlights that there are incentives for powerful news media actors to encourage this behaviour that may undermine efforts to advance social cohesion.”

Multilingual audiences more likely to feel belonging if represented fairly in the news media

Multilingual audiences who feel represented in the news are more likely to feel a sense of belonging; and that those who feel they belong, in turn, are more willing to participate and engage in Australian society.

For audiences who see themselves represented in SBS News, the link with their sense of belonging appears to be stronger compared to audiences who feel represented in the news media more generally. This highlights the value of a multilingual, multicultural broadcaster in strengthening the belonging experience at a community level.

SBS's Sense of Belonging among Multilingual Audiences in Australia

Some media outlets publish more negative opinion pieces about multicultural Australians

All Together Now's 2017 study of negative, racialised portrayals of different social groups across comment pieces in Australian newspapers found that News Corp publications not only published the highest number of opinion pieces with a focus on race, but also that these items overwhelmingly provided a negative portrayal.

Negative news media scapegoating minorities is more amplified online, leading to hate speech

A newly released *Online Hate Speech in Australia – The Role of News Media and Pathways for Change report by Purpose (2023)* provides evidence of a correlation between negative news framing and amplified online hate speech. “Echoing the findings of other researchers, we saw a pattern in how the presence of deficit discourse in news media publishing (content that negatively frames and scapegoats a particular group of people) appears to be amplified in the online activity that germinates around it on social media as dehumanising hate speech.”...”This pattern highlights that there are incentives for powerful news media actors to encourage this behaviour that may undermine efforts to advance social cohesion.”

Media leadership is both unrepresentative and ambivalent towards change

Our *Who Gets To Tell Australian Stories? 2020 report* also found that Board members of Australian free-to-air television are overwhelmingly Anglo-Celtic. Within the group of 39 directors, there was only one who had an Indigenous background and three who had a non-European background. It was recognised that while most leaders agreed that their outlet failed to reflect their audience, there remains ambivalence towards having formal diversity and inclusion policies.

Australia's media market is the most concentrated out of every democracy in the world so a handful of media executives hold significant power

The *International Media Concentration Research Project* by Columbia Institute of Tele-Information (CITI) tells us that Australia's media market is the most concentrated out of every democracy in the world. Australia's print media is overwhelmingly controlled by News Corporation, with around two-thirds of daily newspaper readership.

Media ownership is becoming more concentrated alongside new business models that seemingly encourage polarising and politically manipulated news.

Concentrated media ownership means a handful of media executives hold significant cultural, financial and political power.

Large news media institutions have, for many years, retained substantial cultural, financial, and political clout. They possess extensive sway over contemporary culture and play a role in shaping the political arena that frames government policy.

Online Hate Speech in Australia – The Role of News Media and Pathways for Change report by Purpose (2023)

Media publishers seemingly contributing to circulation of hate speech and misinformation

“A number of recent studies have noted the outsized role that Australian news media publishers play in contributing to the circulation of hate speech and misinformation, here as well as globally.

However, there is a limited number of rich, qualitative case studies available for stakeholders to use to develop and test their approaches for interventions. While it is not our intention to suggest that news media outlets play the most important role in the phenomenon of online hate speech, their significant reach and influence means that the role they do play needs to be recognised and better understood.

Nine, Channel Seven and outlets from News Corp (Sky News, news.com.au and The Daily Telegraph), owned by US-based News Corporation and which is part of the global media network of billionaire Rupert Murdoch. Nine and News Corp are the two companies that dominate Australia's news media landscape, their TV Stations and publications are some of the most successful on social media (RMIT ABC Fact Check, 2021). News Corp's 24-hour news channel, Sky News Australia, in particular, has enormous local and international reach via its YouTube channel which has almost double the number of subscribers as Australia's popular public broadcaster, the ABC. Its videos frequently receive millions of views from local and international audiences.”

Online Hate Speech in Australia – The Role of News Media and Pathways for Change report by Purpose (2023)

National Inquiry recommendations to address the lack of diversity in the media have been ignored

It has been almost three decades since the 1991 National Inquiry into Racist Violence by the then Human Rights and Equal Opportunity Commission raised concerns about the lack of diversity in the media leading to inadequate representation of significant sections of the Australian public. The Inquiry recommended media organisations develop and implement policies to encourage the recruitment and advancement of Indigenous and non-English speaking journalists within the industry.

Lack of uniform content moderation standards around race and culture means hate speech continues to thrive in comments sections of largest media platforms

Publishers are increasingly likely to be legally responsible for comments posted to their social media platforms. “This question of responsibility over comments became an important debate in a recent defamation case in the Australian High Court, in which the court found publishers to be legally responsible for comments posted to their Facebook page and posting content, the outlets had facilitated, encouraged and thereby assisted the publication of comments from third-party Facebook users, and they were, therefore, publishers of those comments”. This decision has applied only to defamation law, and has not been applied to Australia’s regulation of hate speech.

Online Hate Speech in Australia – The Role of News Media and Pathways for Change report by Purpose (2023)

HOW WE CAN WE HELP?

As it stands, no other non-government organisation is currently doing the work MDA has pioneered.

Despite being heavily under resourced (currently a team of 3 part-time staff members), we've made significant progress in getting media executives to work both with us and each other, collaboratively to accelerate change to address the current and future needs of the industry.

We have unique expertise in delivering evidence-based research in conjunction with Australian universities, bespoke programs, strategic memberships and partnerships that disrupt the status quo and pave pathways for diverse representation.

MDA recognizes that the building blocks of a strong democracy include a free, independent and expansive press. We cannot continue to have a conversation about social cohesion in Australia without addressing the outsized role that the media plays in creating divisive rhetoric designed to scare multicultural communities into silence.

The media is, after all, a megaphone for culture - it not only reflects but has the incredible power to create and influence social and cultural norms. The faces, voices, stories and perspectives that are reflected back at audiences have broad implications. The decisions made in the top echelons of the industry, whether in production content, coverage or sources ultimately impact Australian culture and social cohesion.

As a small start-up, Media Diversity Australia has made a huge and demonstrable impact - we have punched well above our weight!

Over the last 24 months, since appointing our CEO, Mariam Veiszadeh, we have undertaken significant strategic activities, including mapping our 3 business planning horizons, stakeholder engagement and communications planning, refining our governance, project management, and operational systems.

We are experienced in working with targeted funding envelopes, while maintaining strict oversight of program planning and expenditure.

We have undertaken the above while working with a lean, but ultimately unsustainable, operating budget.

For MDA to continue to grow our program offerings, membership and partnership offerings, grow and refine our business capability, and continue to drive systemic change towards a media industry that looks and sounds like Australia, we require funding committed to our operational costs, and an investment in our people.

OUR RECOMMENDATIONS

Based on the key evidence-based issues identified above, MDA recommends the following:

1. A dedicated subcommittee/advisory group be set up to complement the existing Reference Group, with experts from media and communications industries to provide expert advice.
2. Commissioning and funding of further research on how media reporting on marginalised communities impacts social cohesion.
3. Conducting a review of the piecemeal media content moderation standards with a view to implement uniform standards.
4. Commissioning the creation of practical Journalism handbooks and related training to deliver to member companies, providing customised accessible designed for busy journalists and media professionals.
5. Investment into MDA to lead the development and launch of a Media Inclusion Index and Audience & Diversity Index.
6. Investment into MDA's community capacity building programs to be scaled and delivered nationally which will increase the media, political and racial literacy of marginalised communities.
7. Investment into MDA to create and deliver bespoke cultural competency and racial literacy training programs designed with media professionals in mind. Given our media membership base, we are well placed to incorporate this offering into our membership model and deliver it to our media members.
8. Investment into MDA to enable us to build on the work we have done with our membership base participating in our Round Table events and subsequent Round Table Working Groups.
9. Investment into MDA to lead consultations with its media members on the development of uniform content moderation standards.
10. Investment into MDA to launch a national Media Pathways Project with its media member's active participation to help tackle talent pipeline issues by working collectively to create sustainable pathways into and around media.