



Australian Community
Futures Planning

Newsletter No. 2

We have it in our power to create the world anew

ACFP was set up in March 2020.

Find us at

<https://www.austcfp.com.au/>

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February 2021

What's been happening at ACFP?

- Progress has been made with the first draft of *Australia Together*.
- We've completed and launched all seven episodes of our new video series, *The State of Australia in 2020*.
- We've made a major submission to the Senate Inquiry into Media Diversity in Australia.
- We have made other major submissions to parliament on the News Media & Digital Platforms Mandatory Bargaining Code Bill 2020 and appeared before the Senate Economics Legislation Committee on this matter.
- Articles by ACFP's Founder are beginning to appear in the media.



What's happening with the drafting of *Australia Together*?

Australia Together is Australia's first national community futures plan. The plan will have a ten to thirty year timeframe to help us arrive at our preferred destination as a nation by 2050 or sooner. The intention is that the plan is to be developed and updated regularly by engaging with Australians. ACFP's role is to provide Australians with resources and an organising framework to enable them to contribute to the drafting.

Since setting out a framework for the plan, we have been busy developing the statistical starting points – or baseline data – for the plan. These are simply facts about the current state of Australia's social cohesion, natural environment, economy and democracy.

Many of the starting data points have been presented in ACFP's seven-part video series on ***The State of Australia in 2020***. You can watch the video series on [YouTube](#) or on the [ACFP website](#).

The next step

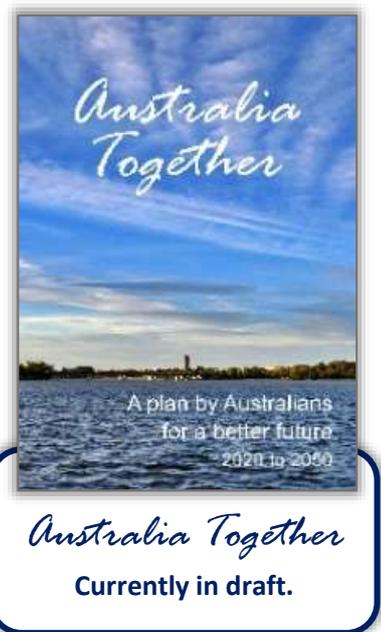
The next step is to transfer the identified starting data points in ***The State of Australia in 2020*** and other key data into the first draft of ***Australia Together***. So far, we have embedded over 100 key baseline data points into 31 of the 57 "Direction" areas of the plan. And we have begun establishing draft targets for each data point to indicate how far we might want to go in improving on the baseline performance in 2020.

ACFP anticipates that another 100 or so starting data points may be required to create an accurate and sufficiently detailed picture of our health as a nation in 2020 and to measure progress towards or away from whatever targets Australians might prefer to reach by 2030, 2040 or 2050. All data sources are being fully referenced for transparency. We expect this will take until March or April 2021 to complete as a first draft and work will be ongoing. Once the first draft is completed Australia will have its first **Comprehensive National Wellbeing Index** and we can start assembling the best strategies to reach targets together.

Watch out for the first draft of *Australia Together* from April 2021.

Are you interested in how Australia's First Comprehensive National Wellbeing Index is being structured?

Click here for ACFP's Fact Sheet on *Australia Together* and the National Wellbeing Index.



Where do we go from here?

Once the baseline data and draft targets have been incorporated, discussion will be opened up about the draft **Vision** and **Directions** for ***Australia Together***.

We will need to confirm at least **57 Direction statements** for the plan:

- 16 for our **society**,
- 19 for our **environment**,
- 9 for our **economy**, and
- 13 for our **governance**.

Check out [Episode 7 of the State of Australia in 2020](#) to find out why we need at least 57 signposts in our map to the future.



Check out the videocast series – [The State of Australia in 2020](#) – now out in full

ACFP’s Founder, Bronwyn Kelly, presents all seven episodes of this important series on the real health of Australia in 2020.

Watch the whole series at:

<https://www.austcfp.com.au/state-of-australia>

Or select an episode to [watch on YouTube](#):

[Episode 1](#) – an introduction to the top twenty issues affecting Australia in 2020.

[Episode 2](#) – on our growing inequality, poverty, hunger and homelessness, the loss of the fair go for all, racial and religious conflict and exclusion of Aboriginal and Torres Strait Islanders.

[Episode 3](#) – on our Constitution, loss of rights and saving our democracy. This episode sets out how long-term planning can save our democracy from short-sighted political platforms.

[Episode 4 Part 1](#) – on unethical governance.

[Episode 4 Part 2](#) – on fractious international relations.

[Episode 4 Part 3](#) – on corporate irresponsibility.

[Episode 5](#) – on our declining economy and how we might save it.

[Episode 6 Part 1](#) – on the loss of biodiversity.

[Episode 6 Part 2](#) – on climate policy failure and how to fix it by global leadership.

[Episode 7](#) – on the decline of our health, education, social cohesion and our increasing unhappiness with the direction of Australia. This last episode includes an introduction to how National Integrated Planning & Reporting can be used by time-poor Australians to increase the chances of making their preferred vision of the future a reality.



Australian Community Futures Planning

The State of Australia in 2020 Episode Guide

Episode 1	Introduction to the top 20 issues for Australia						
Episode 2	<ol style="list-style-type: none"> 1. Growing inequality 2. Growing poverty, homelessness and hunger 3. Loss of the fair go for all 4. Growth in racial and religious conflict 5. Indigenous exclusion 						
Episode 3	<ol style="list-style-type: none"> 6. An outmoded and failing Constitution 7. Loss of rights, open governance and transparency 8. Declining participation in democracy 						
Episode 4	<table border="1"> <tr> <td>Part 1</td> <td>9. Unethical governance</td> </tr> <tr> <td>Part 2</td> <td>10. Fractious international relations</td> </tr> <tr> <td>Part 3</td> <td>11. Corporate irresponsibility</td> </tr> </table>	Part 1	9. Unethical governance	Part 2	10. Fractious international relations	Part 3	11. Corporate irresponsibility
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Part 2	10. Fractious international relations						
Part 3	11. Corporate irresponsibility						
Episode 5	<ol style="list-style-type: none"> 12. Economic decline 13. Lost public ownership 14. Inertia in transition to decarbonisation 						
Episode 6	<table border="1"> <tr> <td>Part 1</td> <td>15. Environmental decline - Biodiversity</td> </tr> <tr> <td>Part 2</td> <td>16. Climate policy failure & steps to avoid climate change</td> </tr> </table>	Part 1	15. Environmental decline - Biodiversity	Part 2	16. Climate policy failure & steps to avoid climate change		
Part 1	15. Environmental decline - Biodiversity						
Part 2	16. Climate policy failure & steps to avoid climate change						
Episode 7	<ol style="list-style-type: none"> 17. Declining health and safety at home 18. Declining educational attainment 19. Declining quality of life and loss of social cohesion 20. Declining wellbeing and happiness 						

The **The State of Australia in 2020** videocast series is helping us build Australia’s first comprehensive Wellbeing Index. For information about the Index and its place in **Australia Together** visit ACFP’s [Australia Together](#) webpage.

Episodes of The State of Australia in 2020 – released since our last Newsletter

Click on the pictures or links below to view the new episodes.

 <p>On growing government corruption</p>	 <p>On corporate irresponsibility in Australia</p>	 <p>On our economic decline</p>	 <p>On our fractious international relations</p>	 <p>On loss of biodiversity</p>
 <p>On our failing Constitution, loss of rights and saving our democracy</p>	 <p>On our declining health, education, social cohesion and happiness</p>	<p>Episodes 3 and 7 provide introductory insights into how Australians can use National Integrated Planning & Reporting to plan a better Australia together.</p>		

ACFP's submissions to Senate Inquiries into media diversity and the ACCC's News Media Bargaining Code

Two separate Senate Committees in federal parliament have been running inquiries about the same thing – the problems with market concentration and the dominant news oligopoly in news media in Australia. ACFP's Founder, Dr Bronwyn Kelly, has made submissions to both inquiries and has appeared before one of the Senate Committees.

Click on the pictures below to follow the submissions, speech, essay and media/blog articles.

Two Senate inquiries on the same thing



Submission to Senate Economics Legislation Committee News Media & Digital Platforms Mandatory Bargaining Code Bill 2020

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Have Media Bargaining Code **Block 1**

The Code to support diverse journalism in Australia will instead increase the market power of Murdoch and Nine and leave smaller news businesses with nothing.

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ACFP Founder, Dr Bronwyn Kelly Speech to the Senate Economics Legislation Committee on the News Media & Digital Platforms Mandatory Bargaining Code Bill 2020 Parliament of Australia, 3 February 2021

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Submission to the Senate Inquiry on media diversity in Australia

December 2020

We have it in our power to create the world news

Prospects for journalism, the free information market and democracy in Australia under the ACCC's News Media Bargaining Code

An essay by Dr Bronwyn Kelly Founder, Australian Community Futures Planning 30 September 2020

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Submission to the Senate Inquiry Into Media Diversity in Australia

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SHARES OF TOTAL ADVERTISING REVENUE FOR ADVERTISING / NEWS MEDIA BUSINESSES NATIONWIDE - 2018 (\$BILLIONS)

Google and Facebook shares	54.1, 29%
News business shares	11.1, 6%
Advertising revenue for other news media outlets, TV, radio, newspapers, etc.	14.8, 8%

Check out the facts about the real threats to Australian journalists.

Quality journalism is not under threat in Australia. It does not need saving. But it will if the ACCC's News Media Bargaining Code is passed by Parliament.

View the video of the Senate Committee hearing ACFP Founder, Dr Bronwyn Kelly

Australia's democracy will suffer under the News Media Bargaining Code. There is a much better way forward.

Speech given by ACFP Founder Dr Bronwyn Kelly

Pearls and Irritations Public policy journal

Twelve pearls to help journalists and save democracy

The News Media Bargaining Code supports big news businesses ...

... but only at democracy's expense.

Or visit <https://www.austcfp.com.au/news>

Why is ACFP's Founder a witness in Senate Committee hearings?

ACFP could never have been established without the internet and without access to the good quality journalism necessary for a healthy democracy. But **the Australian Competition and Consumer Commission's News Media Bargaining Code is a threat to both:**

- **free and open internet access, and**
- **quality journalism in Australia**

because it is highly likely to unlevel the playing field for smaller entrants to the public interest journalism market.

The News Media Bargaining Code builds barriers to entry for new journalistic businesses and content because it allows big news businesses to access the web on preferential terms and thereby erects barriers to entry for smaller information and public interest journalism contributors. The Code is designed to:

- reduce media diversity in Australia and increase market concentration in big news businesses; and
- push alternative sources of information such as the websites of independent researchers, students, academics, universities, non-aligned think tanks, non-profits, social media, message systems, YouTubers, bloggers, vloggers, podcasters, tweeters, foreign newspapers – endless types and sources of content which now dwarf Australian news media – down to the bottom of our online search results.

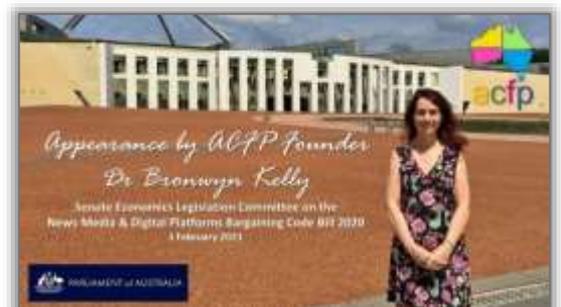
This is likely to leave Australians siloed even more than they are now in gutter journalism websites and other online fake news, rather than in quality information websites or quality journalism.

Australian Community Futures Planning's whole role is to provide Australians with resources and an organising framework to help them plan a safe road to a better future by 2050. We can't do that without an open internet and a strong free press.

This is why ACFP's Founder, Bronwyn Kelly, has provided submissions to the government on solutions for structuring and regulating a fair and ethical information market and a strong independent journalism industry – one less dependent on advertising than it has been in the past.

ACFP is arguing that quality independent journalism cannot exist if it is tied to the preferences of advertisers. The reason the ABC is trusted by so many Australians, and the other big commercial journalism outlets are not, is because the ABC runs independent of the influence of advertisers and corporations. The rise of the world-wide web has given commercial journalists an opportunity to build a similar level of independence by unshackling themselves from the advertising-dependent business models of the past. These models are working for smaller news businesses such as the Guardian. The News Media Bargaining Code would stop that progress in its tracks.

ACFP's Founder, Dr Bronwyn Kelly has appeared before the Senate Economics Legislation Committee regarding the federal government's News Media and Digital Platforms Mandatory Bargaining Code Bill 2020. View [Dr Kelly's testimony on YouTube](#).



In other news – Bronwyn Kelly joins UTS

ACFP's Founder Dr Bronwyn Kelly has been appointed as an Honorary Professional Fellow at the University of Technology Sydney in the Institute for Public Policy and Governance.



ACFP is not operated for or on behalf of UTS. It is an independent entity and UTS has no responsibility for the activities of Australian Community Futures Planning.

Dr Kelly's role at UTS will centre on expanding the skills of practitioners in Integrated Planning & Reporting so that it can be developed further for use at the national level, not just in local government.