

Media Release

The Hon Daniel Andrews MP
Premier



Tuesday, 21 April 2020

EMERGENCY SUPPORT TO HELP REGIONAL PAPERS SURVIVE

The Victorian Government has announced emergency support to help regional print media survive and ensure all Victorians have the information they need to protect themselves, slow the spread of coronavirus and save lives.

Many regional papers were already struggling due to the effects of drought and bushfires on local businesses and advertising. The added and significant impact of coronavirus on the economy has forced some regional mastheads to shut their doors, while others are on the brink.

To help these local papers survive, the Government will book one page of print advertising and digital advertising in more than 100 regional outlets each week for six months.

The immediate and reliable source of income will help these businesses – which are the public record of towns and regions throughout Victoria – get through the worst of the crisis and rebuild.

The \$4.7 million package has been developed in consultation with the Victorian Country Press Association.

The advertising boost will also help the Government get the message out to Victorians that we all have a role to play in slowing the spread of the virus by staying home, protecting our health system and saving lives.

Quotes attributable to Premier Daniel Andrews

“We’re giving regional papers the certainty and support they need to keep writing, keep printing and keep employing Victorians.”

“We need to get the message out to every corner of the state – stay home, protect the health system and save lives. This investment will help us do that.”

“Coronavirus does not discriminate – so it’s vital every Victorian knows what to do to protect themselves and their loved ones, wherever they live.”