

MEDIA RELEASE

22 March 2023



SBS/NITV SPONSORSHIP ANNOUNCEMENT



The Kennedy Foundation is pleased to announce that SBS and NITV have joined the Foundation as sponsors of the John Newfong Award for Indigenous Affairs Reporting.

John Newfong was the first Indigenous person to work in the mainstream media in Australia. Not only did he have a distinguished career in journalism, he was a prominent activist and spokesperson for First Nations people spanning a variety of issues and organisations, including acting as spokesperson for the Aboriginal Tent Embassy in 1972.



The John Newfong Award is named in his honour, and SBS and NITV are proud to sponsor the award and join the Foundation.

SBS Director of News and Current Affairs, Mandi Wicks, said, *“We are delighted to partner with the Kennedy Foundation in sponsoring this award, one of the most purposeful in Australian Journalism. John Newfong was a trailblazer in his field and SBS and NITV are proud to honour both his legacy and contemporary excellence in Indigenous Affairs Reporting.”*

At the core of the Kennedy Foundation is a respect for the history of Australian journalism and those who have made Australian journalists among the world’s best.

Chairman of the Kennedy Foundation, Carl Dumbrell, said, *“It’s terrific to have SBS and NITV join the Kennedy Foundation, they both play an important role in our media environment with great journalism and a focus on stories of importance that other networks just don’t cover consistently.”*

Kennedy Awards Key Dates 2023

Entry opens May 1

Entry closes July 1

Kennedy Awards Gala - Friday, August 18, Royal Randwick

For all awards details visit the Kennedy Foundation website <https://kennedyfoundation.org.au>

Media enquiries: David Margan - 0407 637 181
Kennedy Foundation: Anna Magnus - 0423 363 725