

Ahead of election, local and independent newsrooms unite for national grassroots campaign

Thursday 24 April 2025 — The Local & Independent News Association (LINA) is proud to announce the return of its [national fundraising initiative, *Our News. Your Voice.*](#), running from Monday April 28 to Sunday May 4, 2025. The week-long campaign unites 50 local and independent digital newsrooms across Australia in a collective effort to secure vital community support for grassroots journalism.

Following the success of the 2024 campaign, which raised \$184,000 for 32 newsrooms through 941 individual donations and matched funds, LINA is again inviting Australians to contribute directly to their local news outlets via [unique donation pages](#). Thanks to generous philanthropic support, the first \$10,000 raised will be doubled by matched funding, amplifying the impact of each contribution.



LINA members and delegates at the third annual LINA Summit in Melbourne, April 2025. Photo: Greg Barnes.

LINA is a not-for-profit industry association supporting a movement of local and independent digital news publishers in Australia.

LINA Executive Director Claire Stuchbery describes these newsrooms as the “green shoots” of an industry in crisis.

“The news industry has been struggling through a period of transition for years now and we’re starting to see independent newsrooms emerge to fill gaps in information for local communities, along with print news services expanding their distribution channels to meet audience demand in digital spaces,” Claire said.

“Many of these news services were started by community-minded individuals who identified ‘news deserts’ in their local areas, which were lacking timely, verified information during emergencies, accountability from local authorities, and a record of events to bring the community together. They reflect the communities we live in.”

“As we head to the polls this week, I’m reminded once again of how important independent news is to counter misinformation and support people to make informed voting decisions.”

LINA’s membership has grown to include newsrooms in all states and territories across Australia, publishing public interest journalism and meeting high editorial standards for fairness, independence and accountability and other requirements of professional news outlets.

Developing sustainable news business models online requires investment and innovation, which is difficult for newsrooms already pushed to the limits trying to produce quality, public interest journalism in a rapid news cycle.

“Providing quality journalism is a public service—every community needs a news service, just as it needs doctors, teachers and firefighters. But it can be difficult to get people to pay for this,” Claire said.

“It’s great to see these independent newsrooms band together for this campaign, just as they themselves bring their communities together in an increasingly polarised society.”

[Find out more](#) about the campaign or [choose a newsroom to support](#).

lina.org.au

About LINA:

The Local & Independent News Association (LINA) is a not-for-profit industry association supporting digital independent and local news publishers. Their mission is to increase the diversity, quality and relevance of news services in communities across Australia by providing newsrooms with capacity and revenue building support.

Media contact:

Nell O’Shea Carré

nell.oshea.carre@lina.org.au

0468 774 682