

20-July-2026

Response from Tony Kendall, Managing Director ACM

Re: The fake newcastleherald.com

The Newcastle Herald is the trusted voice of the Hunter. Scam websites like this are the absolute opposite.

This site is deliberately dealing in misinformation and disinformation. Not only is the Newcastle Herald as a trusted source of public interest journalism potentially damaged, the risk is that over time the people of Newcastle might stop turning to their real Herald because they no longer believe it's true.

This puts the future of journalism jobs and a healthy, informed democracy at risk.

Last month, we had 7 million bot attempts to scrape our sites and 3.5 million managed to get past our security and our paywalls and scrape our content.

It needs regulation.

We cannot afford the technology and cyber safety protection to defend against these attacks.

Either the government sets up copyright legislation that forces people to stop scraping content and forces the LLMs to pay for the original content they're stealing, or we continue down the path we're on where the local public interest journalism we invest in is regurgitated as free content, which puts our entire business model and the journalism that supports it at risk.

We would welcome the opportunity to do deals but it's clear to us that many small and medium publishers will not have the scale to get these deals.

Re: "The Daily Canberra"

The Daily Canberra and these other sites purporting to be "local" and purporting to be "news" are churning out content that appears to have been generated or regurgitated by AI. How does this benefit the community? The real news reported by our real journalists costs real money to gather and publish and it keeps the communities we serve informed and connected.

The risk with AI-generated content dressed up as news - or someone using AI to regurgitate our real journalism - is that it damages public trust.

And if AI is allowed to continue consuming real journalism and regurgitating it for free, the risk is there will be no real public interest journalism left.

Nobody wants that.