

9-Oct-2025

Statement from Stephen Corby, Smart As Media,

Like every Australian media company, Smart As Media has an editorial arm and a commercial one - this is not a secret, we have never hidden this, and we have a website that details our offering - but you are attempting to manufacture a perception that the work our company does on the commercial side, which has also included beer companies, hotels, manufacturers and agencies, influences the way we review cars, and we refute this suggestion entirely. We'd suggest you read the reviews, because, as anyone who does so regularly would tell you, we have a reputation for writing them in a way that is frank, fearless and fair, without exception.

Newspress Australia is a press release storage and distribution service with no editorial arm. Its annual awards are attended by editorial outlets, journalists, manufacturers and agencies. All awards are judged by an independent panel of industry experts, who are not paid. There is no fee for entering the awards, and the winners are chosen from a list nominated by other members of the industry. Obviously we did not nominate ourselves. A percentage of the evening's proceeds are donated to a selected charity, and further donations are also collected on the evening.