



**SPEECH BY DAVID KIRK  
CEO, Fairfax Media  
Announcement of Media House  
Melbourne, 13 December 2007**

Premier Brumby, my colleagues from Fairfax, friends:

This is great day for The Age and a great day for Fairfax Media and our future in Victoria.

This history of The Age is indeed the history of Victoria – and we are making history again today.

In this century, Fairfax Media has invested over \$300 million in Victoria in building our businesses, contributing to the communities we serve, and fulfilling our public trust in the journalism that is the core of this company.

A free press is essential to the proper functioning of our democracy, and the strengthening of our operations in Melbourne and Victoria is an excellent harbinger for our mission and our future.

Fairfax Media's strategy has three pillars – and today's announcement reflects each of them.

First, to defend and grow our newspapers. A new home for The Age and our publishing business in Victoria is a tremendous boost to The Age. Our merger with Rural Press, and the new publications that have been added to our stable, greatly increases our reach and effectiveness.

Second, to aggressively grow our online businesses. Fairfax Digital will also be housed here, with the resources and focus to drive further revenue and earnings growth.

Third, to build a digital media company. This building will be hard wired with the fibre optic infrastructure that will enable the convergence of all the news we report and generate for distribution on all the platforms where our content can be received by consumers. Print and online editors will sit together, making editorial decisions together. Video will be an increasing part of our news content.

With the completion of our acquisition of Southern Cross Broadcasting, we are strengthened even further with the addition of 3AW and Magic 1278 to our stable.

We will have broader reach across the community, and the opportunity to leverage the strengths of all our media assets to serve our readers, listeners, viewers and advertisers.

Instead, we will reach your desktop and your mobile phone, your radio, your Blackberry, your laptop and your Ipod – and we will reach you on whatever comes next.

So today we celebrate a coming of age of this great masthead, and all that it has represented for 153 years.

Thank you.