

## **The Chairman's Award – The Punch**

**(an edited excerpt from John Hartigan's presentation speech)**

The Punch started with an idea. Ideas need talented people - and freedom to experiment and take risks. The Punch had those ingredients, with Campbell Reid to lead it, David Penberthy to edit it, Adam McWhinney at News Digital Media to manage it – and writers like Tory Maguire, Paul Colgan and Leo Shanahan. When The Punch launched, we were ambitious. In the first month, we wanted 60,000 visitors. It got 200,000 and has had more than three million page impressions. It has more than 250 contributors, including politicians such as Kevin Rudd, Julia Gillard and Joe Hockey and journalists like Mark Colvin and Leigh Sales from the ABC, in addition to academics, economists and businessmen. What it proves is that if you create something fantastic, people want to be part of it – including the readers. So far, The Punch has published 30,000 reader comments. The Punch has achieved this, not because it is new. It is because it's refreshing, unpredictable, intelligent, and informed - but above all it's almost always fun. And fun is infectious.

[www.thepunch.com.au](http://www.thepunch.com.au)