

Practical Guide for Southern Cross Media Employees Facing Redundancy

The announcement that Southern Cross Media Group has commenced consultation affecting up to 300 employees is understandably concerning for those working across television, radio, digital publishing and corporate support.

If you're one of the employees affected, it's important to remember that redundancy is about the role—not your value or your ability.

The media industry is changing rapidly through evolving consumer habits, declining advertising revenue and new technologies. While artificial intelligence is becoming part of newsroom workflows, most organisations are restructuring because of a combination of commercial and operational pressures rather than AI alone.

Here's what you should do next.

1. Don't Rush Into Decisions

The first few days can feel overwhelming.

Take the time to understand:

- Whether your position is confirmed as redundant or still under consultation.
- The proposed timeline.
- Your redundancy package.
- Redeployment opportunities.
- Any career transition assistance your employer may offer.

Avoid making decisions based solely on rumours or social media discussions.

2. Document Everything You've Achieved

Before you leave, make a list of everything you've worked on.

Include:

- Major stories or campaigns
- Awards or recognition
- Audience growth
- Digital engagement
- Project management
- Editorial leadership
- Stakeholder relationships
- Breaking news coverage
- Crisis communications

- Social media growth
- Team leadership
- Mentoring junior staff

Many people forget these achievements within months.

Write them down now.

3. Your Skills Transfer Far Beyond Journalism

One of the biggest misconceptions media professionals have is believing they only work in media.

Nothing could be further from the truth.

Media professionals regularly transition into:

- Government Communications
- Media Adviser roles
- Corporate Communications
- Internal Communications
- Marketing
- Public Relations
- Stakeholder Engagement
- Community Engagement
- Content Strategy
- Digital Marketing
- Social Media Management
- Emergency Management Communications
- University Communications
- Healthcare Communications
- Not-for-Profit organisations

Employers value people who can communicate clearly, manage competing priorities and explain complex information.

4. Update Your Resume Immediately

Don't simply list your job duties.

Instead, focus on outcomes.

Examples include:

- Increased audience engagement
- Managed breaking news coverage
- Produced high-profile campaigns
- Coordinated multi-platform content

- Built stakeholder relationships
- Managed deadlines in high-pressure environments
- Led newsroom projects
- Delivered communications during critical incidents

These achievements demonstrate your value regardless of industry.

5. Refresh Your LinkedIn Profile

Recruiters often search LinkedIn before advertising roles.

Update:

- Your headline
- Career summary
- Achievements
- Skills
- Professional photograph

Reconnect with colleagues and let your network know you're open to opportunities.

6. Explore Government Opportunities

Media professionals are highly regarded in government.

Many agencies recruit people with experience in:

- Communications
- Media Relations
- Public Affairs
- Stakeholder Engagement
- Community Engagement
- Executive Communications
- Speech Writing
- Digital Content
- Emergency Communications

If you've worked in journalism, you already possess many of the skills government employers seek.

7. Don't Wait Until Your Final Day

Many people begin applying only after they officially leave.

The strongest candidates usually begin preparing while they're still employed.

Update your resume.

Prepare examples for interviews.

Identify your transferable skills.

Research industries that interest you.

Being proactive gives you more choices.

Remember...

Redundancy is a business decision—not a reflection of your capability.

The media landscape is evolving, but skilled communicators remain in demand across Australia.

Your experience has value.

The challenge isn't learning new skills—it's helping employers recognise the skills you already have.

Related Articles

- [How AI Is Changing Australian Workplaces](#)
 - [Transferable Skills for Journalists and Media Professionals](#)
 - [Resume Guidelines](#)
 - [Interview Preparation](#)
 - [LinkedIn Guide](#)
 - [Government Careers](#)
 - [First Week After Redundancy](#)
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