



2020

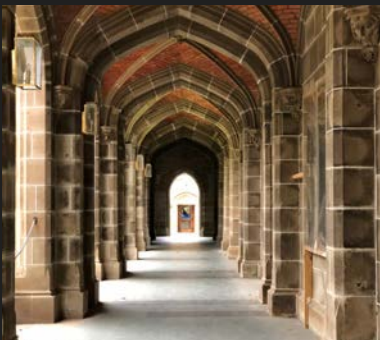
Stakeholder Report

Australia and New Zealand

THE CONVERSATION

Share knowledge. Inform decisions.
theconversation.com

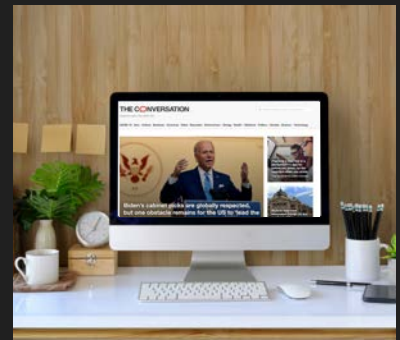
There is no Conversation without our...



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The year in review

From Julianne Schultz
Chair of The Conversation
Media Group



In our lifetimes there has never been a year like 2020. From Australia's summer firestorms, to the endless pandemic, a COVID-delayed election in New Zealand and the COVID-hit US election, it was easy to feel unmoored. But it was also a year The Conversation was designed to serve. By sharing the expertise of scholars and researchers across Australia, New Zealand and worldwide, we were able to help more readers than ever make sense of the challenges we faced.

In the early days of 2020, I called editor Misha Ketchell as the fires wrought havoc in NSW, asking how he planned to cover the disaster. He assured me editors were already back from holidays, reaching out to their networks of experts — scholars with deep knowledge of fire, climate, disaster management and recovery. Together, they produced powerful articles and videos that reached a huge local and global audience.

Soon after, as the first reports leaked out about an unusual virus killing people in Wuhan, China, we again sought out the best public experts.

UNSW's Professor Raina MacIntyre was the first expert published in The Conversation about COVID-19. Drawing

on her extraordinary knowledge of pandemic spread, personal protective equipment and international protocols, Professor MacIntyre urged vigilance.

At the beginning of March we decided that the planned global summit of Conversation chairs, CEOs and editors in Vancouver would become a virtual event. Plans to celebrate the fifth anniversary of TC US with an event at the Australian Embassy in Washington were also put on hold.

Meanwhile, in New Zealand many of the experts who were busy guiding the Ardern government's elimination strategy — starting with Otago professors Michael Baker and Nick Wilson, as well as Te Pūnaha Matatini's research team — also found time to write for us.

At every step throughout the year, The Conversation has drawn on its network of academics and researchers, providing trustworthy, timely content, inoculating against what the WHO called an 'infodemic' of online misinformation.

In March, The Conversation's audience tripled — and our developers had to work hard to keep up with the avalanche of new readers landing onsite.



When New Zealand and then Australia went into lockdown, The Conversation's editors and technical staff took their jobs home. Juggling home schooling, or carving out workspaces in flats and share houses, their workloads soared. Through it all, they maintained good-spirited collegiality. CEO Lisa Watts and Editor Misha Ketchell provided calm and attentive leadership. The Conversation did not miss a beat.

The editors, tech team and management all deserve special credit for not only continuing to produce the daily bulletins and social media feeds while working from home, but also adding new global projects and special editions – such as Cook250, shortlisted for a international journalism award – to consolidate each week's news. Readers showed their appreciation in emails, letters and much-needed donations, which buoyed the team.

The Conversation was able to realise its founding ambition to provide reliable, evidence-based knowledge when it was most needed.

Our authors and university partners were also exemplary. As the university members of The Conversation scrambled to meet the needs of international and local students, academics in lockdown worked even harder to generously share their knowledge: explaining the science, drawing on history, and investigating the human and economic impacts of the pandemic, all in real time.

More recently, the US election preoccupied the world, while Australia and New Zealand have each reached tipping points in their relationships with China. Scholars and researchers have again been on hand to share their insight.

If nothing else, 2020 has taught us uncertainty is the new normal, and whatever plans are made, we must remain agile and alert to respond to changing circumstances.

**Julianne Schultz AM FAHA
Chair, The Conversation
November 2020**

Thank you from our CEO and Editor

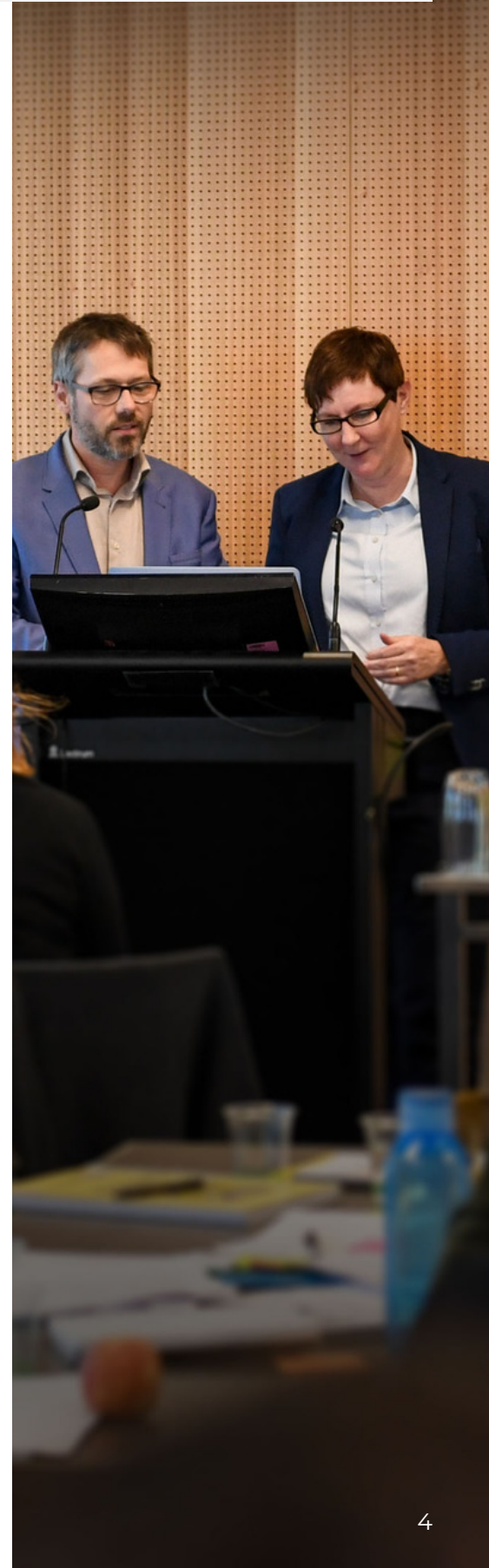
When COVID-19 hit, shutting universities and sending our editors into lockdown, we weren't sure how badly we might be hit. Thanks to the support of our readers and university partners we've survived. In fact, right now our independent journalism powered by experts has never felt more essential.

Throughout this year, our authors have worked tirelessly under difficult conditions. From the brilliant epidemiologists who helped us chart a course through the coronavirus pandemic, to the scientists and fire researchers who responded so quickly to global interest in Australia's summer of bushfires, 2020 has been the year of the expert. Our team published more than 4,100 articles written by academics, which had a record 210 million reads — almost double our readership in 2019.

Many of our authors weren't just keeping the public informed. Behind the scenes they were also working with politicians, public servants and business leaders to help shape the public health response. Some health experts became household names. To pick just one example, early in the pandemic infectious disease specialist Sanjaya Senanayake wrote an article answering reader questions about COVID-19, such as how long it takes to get sick, and whether everyone who contracts the virus also gets a fever. That article alone attracted more than 1.3 million reads.

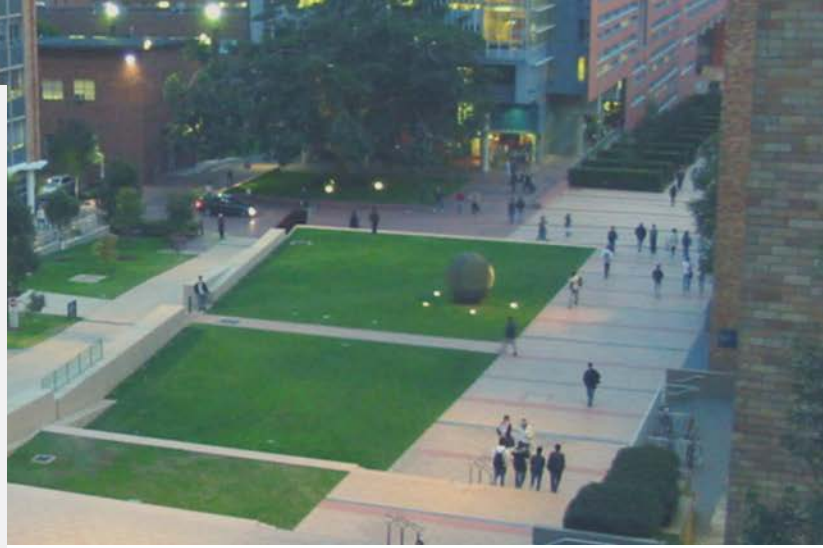
Our work is powered by our talented editors based in Australia and New Zealand. This year, our team has never been more stretched and have never performed more admirably. We thank everyone who has supported us on our mission.

**Lisa Watts, Chief Executive Officer and
Misha Ketchell, Editor**



A unique collaboration

Between academics and journalists



The Conversation is the world's leading independent publisher of research-based news and analysis.

Through a unique collaboration between academics and journalists, The Conversation unlocks the knowledge of researchers and academics to provide the public with clarity and insight into society's biggest problems.

The Conversation has never been more important as a bridge between experts and the broader community and a way to showcase the vital work of our universities and research institutions.

In such a difficult year we're proud almost every Australian and New Zealand university has continued as members to fund our work, along with key institutions such as the CSIRO.

Universities or research institutions seeking information on member-only benefits of supporting The Conversation, contact Strategic Partnerships Manager, Susan Hornbeck at partnerships@theconversation.edu.au

"Without The Conversation providing an independent outlet for science, as a society our ability for informed debate would be severely limited."

Professor Kingsley Dixon

Curtin University

"The Conversation provides a great and valuable outlet for getting research-based information out to the general public to foster conversations and improve awareness of different issues."

Alexandra Baxter

Flinders University

"Australian universities promote impact and engagement, and there's no better way to do this than writing for The Conversation. The Conversation plays an essential role in connecting me and my research to the media and the wider community. Writing for The Conversation gives me an active and public voice in the critical issues of the day."

Dr Howard Manns

Monash University

There is no Conversation without our University Members & Institutional Partners

Founding Partners



Strategic Partners

Members



At the heart of the pandemic

Sharing evidence-based information

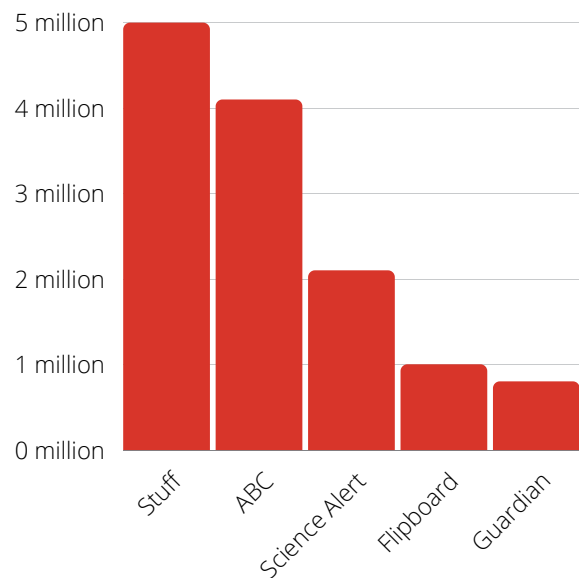
The COVID-19 crisis increased demand for evidence-based information. In March 2020 our audience tripled as readers searched for facts they could trust, and it has remained high at more than twice our 2019 average.

As we navigate through the global pandemic, our team continues to work in partnership with our university and research members to ensure readers have access to the most up-to-date evidence-based information on COVID-19 developments.

Since the outbreak, we've published more than 1,267 evidence-based articles by academics and researchers. The articles have been read more than 63.1 million times and shared widely on social media and global news outlets such as ABC News, Stuff, ScienceAlert, CNN, Channel News Asia and World Economic Forum.

All this work is part of a broader effort by The Conversation's global network which has published more than 5,887 COVID-19 articles in four languages that have attracted more than 263 million readers.

63.1 million readers • 1,267 articles



"Science has arguably never been more newsworthy than it is in 2020. And it's never been more crucial that science coverage is accurate, timely, and above all, well informed.

"Whether we're covering vaccine research, epidemiological modelling, or the rise of misinformation on social media, our articles are written by academics who have spent a whole career studying that issue, and edited by journalists who spend their time asking what our readers most need to know today."

Michael Hopkin

Editor Science & Technology / Health & Medicine

Amplifying expert knowledge



All articles we publish at The Conversation are free for other media outlets to republish under Creative Commons. It's our way of ensuring good, evidence-based information has as great a reach as possible. For many Australian and New Zealand news organisations, we've become a go-to source for credible, timely expertise.

Our global network of 20,000 media outlets republish our articles, garnering an additional 16 million readers per month to The Conversation articles.

Our team works with our international colleagues to ensure articles reach large influential audiences through global publishers like CNN, El País and The South China Morning Post. In Australia and New Zealand, we work closely with some of the most-read news outlets such as ABC News, Stuff, SBS and the New Zealand Herald.

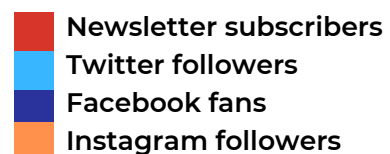
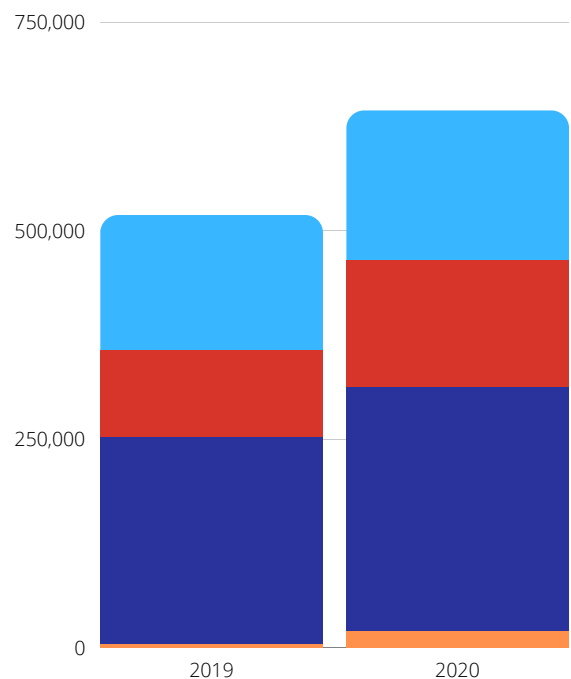
The Conversation articles have been translated into 28 languages and republished in 97 countries to date – from Algeria, Argentina and Azerbaijan, to Venezuela, Vietnam and Zambia.

"Our relationship with The Conversation has been particularly important in this hectic year where accurate, timely and accessible science communication has been more important than ever. The insightful analysis pieces they commission are a valuable addition to our website – and are very popular with our readers."

Leigh Tonkin

Editor, Features and Context

ABC News



Real-world impacts for our authors



As a not-for-profit publisher, we're driven by more than numbers of readers. We aim to inform public debate with knowledge-based journalism that is responsible, ethical and supported by evidence.

Producers and journalists use The Conversation as a valuable resource to find experts who can provide evidence-based commentary. This year our authors were swamped by media requests from across the globe including television, radio, podcasts, magazines and newspapers – from the New York Times to BBC News to Sputnik Radio.

And it's not just media that contact our authors, but politicians, policy-makers and industry groups too.

We love hearing from authors about how collaborating with us helps them achieve real-world impacts — like these.

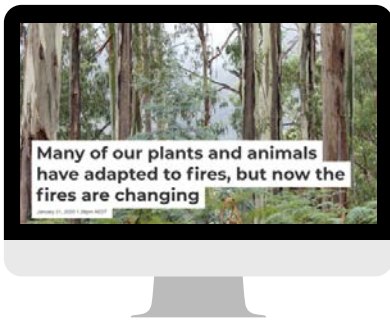


"The impact of publishing with The Conversation has been astonishing.

"I was interviewed by ABC TV, ABC Radio, SBS across different languages, The Australian, Times Higher Education, The PIE News, and cited by leading international education news such as ICEF Monitor and Study International. I was invited to give keynote/featured speeches at conferences such as Graduate Employability Summit and Association of Australian Education Representatives in India (AAERI) Virtual Summit and to speak at industry events such as AMES and VicWISE seminars."

Professor Ly Tran
Deakin University





"I've published 18 articles with The Conversation and have had some great responses. I've been told that my outreach is 'absolutely outstanding' as a result.

"During the 2019/2020 fires, a number of reporters found me via my Conversation articles and I did interviews around the world including BBC Radio, Radio 5 UK, The Washington Post, Noordhollands Dagblad, Tagblatt, DW Persian, Sydney Morning Herald, ABC News and ABC radio."

**Associate Professor
Cris Brack**
Australian National
University



"I wrote my first Conversation article in 2020 on Jacinda Ardern's COVID-19 leadership – and I've been blown away by its impact.

"It's had more than 900,000 views and sparked new opportunities, including being asked to contribute to a special issue of the Leadership journal (cited eight times already); global media interviews with the BBC World Service, China Global TV, Forbes and a Lebanese newspaper; and seeing my article republished in countries including India, Argentina, Costa Rica, Lebanon, Spain and Indonesia. The global exposure for Massey and my research is ongoing."

Dr Suze Wilson
Massey University



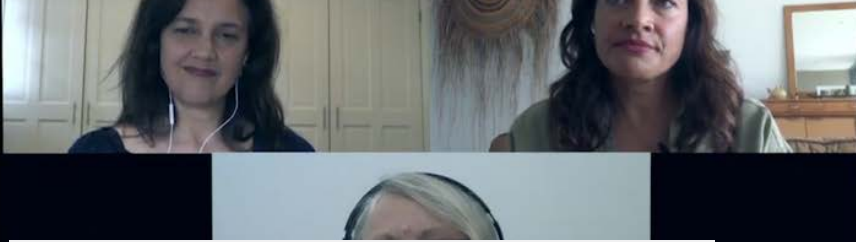
"The Conversation opened new and unexpected investigative avenues in my academic work.

"I have been contacted by researchers and members of the public from different countries, including Egypt, Sudan, Pakistan, Russia, USA and Australia which led to several ongoing projects.

"And I was invited by NASA to serve on a prestigious review panel tasked with selecting the next generation of US space exploration missions."

Aaron J. Cavosie
Curtin University





State Library of Queensland

Live events program

Sharing expert knowledge through new partnerships

2020 began with fire-fuelled orange skies over Australia and parts of New Zealand. In the months that followed, we faced multiple crises: a pandemic, political upheaval, an international human rights movement, global recession and localised emergencies.

Throughout the year, The Conversation partnered with prestigious organisations across Australia, including the National Library of Australia, State Library of Queensland, The Bob Hawke Prime Ministerial Centre (UniSA), the Embassy of France and ABC Big Ideas, to produce a series of live events in which leading contributors to The Conversation examined perhaps the most significant and punishing year of the 21st century so far.

In 2021, The Conversation will mark its 10th anniversary, and we look forward to bringing our readers in Australia and New Zealand more thought-provoking events.



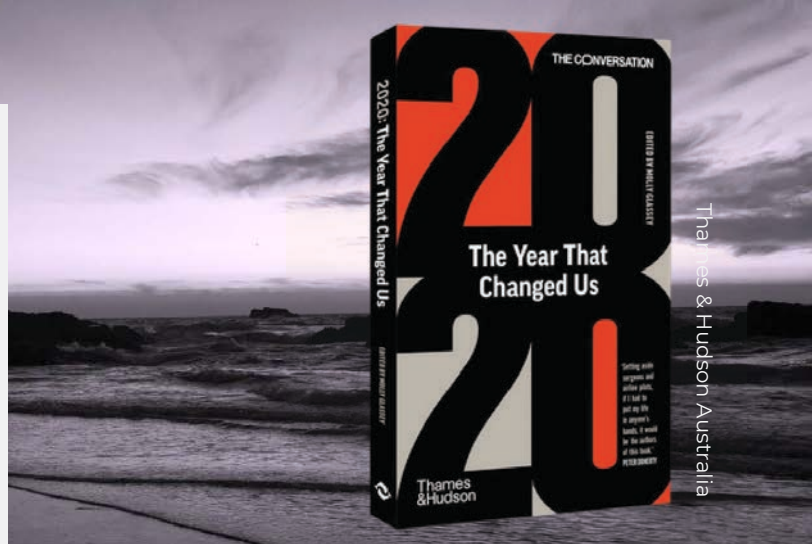
State Library of Queensland



National Library of Australia

2020: The Year That Changed Us

The best of The Conversation, in a sell-out book



Contributors

Australian National University: Liz Allen, Jon Altman, Geoff Cary, Elisa deCourcy, Kate Flaherty, Joelle Gergis, Shamim Hodayun, Martyn Jolly, Merryn McKinnon, Andrew Norton

Auckland University of Technology: Jarrod Haar

Australian Museum: Jodi Rowley

Australian Nuclear Science and Technology Organisation: Quan Hua

Bond University: Oliver Bauman, Libby Sander

Charles Darwin University: Rohan Fisher

Charles Sturt University: Stan Grant

Curtin University: Brett Healey

Deakin University: Kate Lycett, Craig Olsson

Edith Cowan University: Esme Franken, Diep Nguyen, Stephen Teo

Flinders University: Jonathan Benjamin, Jacinta Koolmatric

Grattan Institute: Stephen Duckett, Anika Stobart

Griffith University: Karen Struthers

James Cook University: Sean Ulm

La Trobe University: Caroline Spry, Tony Walker, John Allan Webb

Macquarie University: Jana Bowden

Massey University: Suze Wilson

Monash University: Kate Burridge, Susan Carland, Stephen Gray, Howard Manns

Queens University Ontario: Kate Harkness

Queensland University of Technology: Gary Mortimer

RMIT: David Kelly, Libby Porter

Southern Cross University: David Newell

Swinburne University of Technology: Norman Day, Jason Pallant

University of Canberra: Michelle Grattan, Peter Martin

University of Canterbury: Katie Pickles

University of Johannesburg: Brian J. Armstrong

University of Melbourne: Kathryn Allen, Simon Coghlan, Timothy N. W. Jackson, Kobi Leins, Kate Shaw, Fiona Stanley (Telethon Kids Institute), Caitlin Vincent, Sally Young

University of New England: Lisa Paton

University of NSW: Gabrielle Appleby, Megan Davis, C. Raina MacIntyre

University of Queensland: Ella Donald, Peter Greste, Rebecca E. Olson

University of South Australia: Freya Higgins-Desbiolles

University of Southern Queensland: Geoffrey Woolcock

University of Sydney: Marlee Bower, Adam Kamradt-Scott

University of Tasmania: Louise Grimmer, Martin Grimmer

University of Technology Sydney: Thalia Anthony, Alison Whittaker

University of Toronto: Bruce Kidd

University of Western Australia: Fiona David, Shino Konishi, Philippa Martyr, Jo McDonald, Michael McFadden, Michael O'Leary

University of Wollongong: Richard Fullagar, Elspeth Hayes, Jordan McKenzie, Roger Patulny, Lauren Samuelsson

University of York: Geoff Bailey

Victoria University of Wellington: Geoff Plimmer

Our readers come first

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Free to read
Free to republish



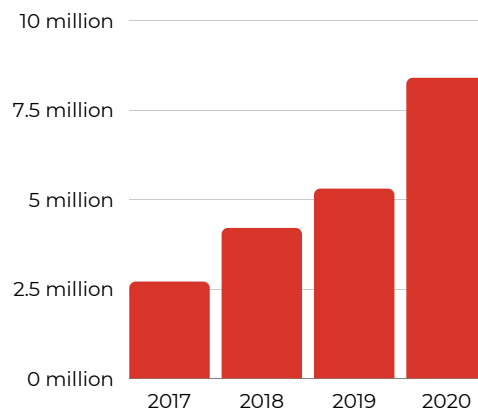
As an independent news publisher, The Conversation's goal is to produce and share good, research-backed information in a format that people can understand to inform public discourse. Sharing academic expertise was especially important this year when misinformation around COVID-19 and climate change was rampant on social media.

In 2020, The Conversation's audience team prioritised knowledge-sharing through social platforms, providing new audiences with bite-sized, fact-based information available at a glance.

In March 2020, The Conversation saw its onsite audience triple to more than 12 million readers onsite. This was a reflection of the growing appetite for evidence-based COVID-19 reporting written by experts who knew exactly what they were talking about. Since then, The Conversation has maintained a healthy audience of roughly 8 million readers per month, more than double our 2019 audience. All articles are edited to be accessible for a general audience.

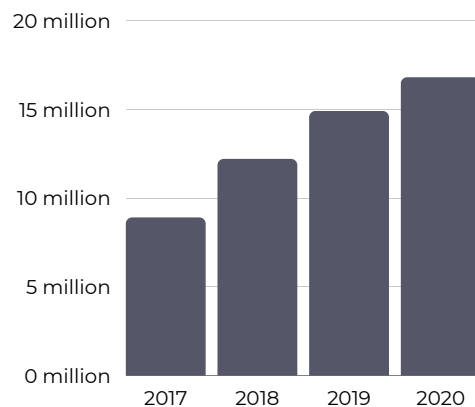
As our audience has grown, so has its diversity. We reach an overwhelmingly non-academic readership of all ages across the globe, with the majority of readers under 44 years of age.

8.3 million readers per month



Reads at theconversation.com

16 million readers per month



Reads through republication

Readers' choice

The most-read articles by section in 2020



Section	Author, Institution	Article	Reads*
Arts & Culture	Jonathan L. Zecher, Australian Catholic University	Acedia: the lost name for the emotion we're all feeling right now	664,962
Business & Economy	John Daley, Grattan Institute	The case for Endgame C: stop almost everything, restart when coronavirus is gone	777,103
Cities	Ilan Wiesel, University of Melbourne Liss Ralston & Wendy M. Stone, Swinburne University of Technology	The housing boom propelled inequality, but a coronavirus housing bust will skyrocket it	844,413
Education	Ly Tran, Deakin University George Tan, University of Adelaide	90,000 foreign graduates are stuck in Australia without financial support: it's a humanitarian and economic crisis in the making	210,220
Environment & Energy	Andrew Glickson, Australian National University	While we fixate on coronavirus, Earth is hurtling towards a catastrophe worse than the dinosaur extinction	995,777
Health & Medicine	Sanjaya Senanayake, Australian National University	Coronavirus: how long does it take to get sick? How infectious is it? Will you always have a fever? COVID-19 basics explained	1,375,136
Politics & Society	Suze Wilson, Massey University	Three reasons why Jacinda Ardern's coronavirus response has been a masterclass in crisis leadership	844,413
Science & Technology	Ian M. Mackay & Katherine Arden, The University of Queensland	We know how long coronavirus survives on surfaces. Here's what it means for handling money, food and more	829,047

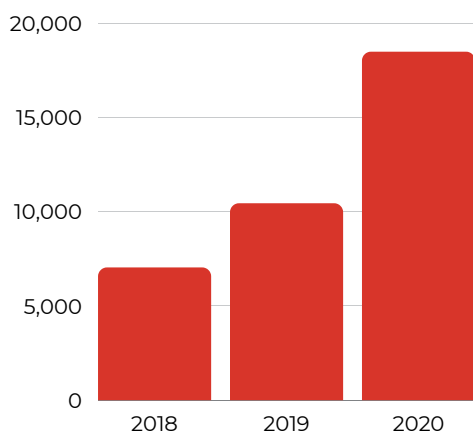
*Reads 1/1/2020–22/11/2020

18,468 Friends of The Conversation

Public interest journalism
needs public support

Amid media closures and the economic pressures brought on by the pandemic, the support of Friends of The Conversation has given us a vote of confidence, telling us we are on the right track publishing quality analysis and research from the higher education and research sector.

The Conversation offers sincere thanks to those readers who made monthly or single tax-deductible donations as Friends of The Conversation to help support our work. In 2019-20 we had our most successful year yet with donations from 18,468 people.



For more about donations, bequests and becoming a Friend of The Conversation, go to donate.theconversation.com/au



"Thank you for continuing to make good journalism accessible to all."

Fiona Lange

Friend of The Conversation

"Thank you for providing The Conversation. In a world where so much is 'published' without thought or verification and with hidden agendas, the articles published by your contributors is appreciated."

Julie Wangman

Friend of The Conversation

"Honest, thoughtful, factual information is becoming hard to find amidst the clutter. Thanks for shining the light!"

Andrea Zweling

Friend of The Conversation



Powered by philanthropy

Public interest journalism
needs public support

We are grateful to our philanthropic partners who provide funding in support of evidence-based journalism.

In 2020, we received vital funding from long-term strategic partners the Lord Mayor's Charitable Foundation and the Ian Potter Foundation, and new funding from the Ross Trust and VicHealth. This helped us publish analysis and information on important topics such as biodiversity, bushfires, cities, science and public health.

We received COVID-19 relief funding from the Judith Neilson Institute for Journalism and Ideas, Google and Facebook, helping us stay on top of COVID-19 news and engage audiences.

The Conversation was one of a handful of outlets selected to be part of the Google News Initiative's 2020 Asia Pacific Innovation Challenge. Funding is being used to improve the onsite comments experience and verify the bona fides of commenters.

Thanks also to Corrs Chambers Westgarth who provided vital pro bono legal services.

Every one of our funders is helping sustain public interest journalism. Without each of them, there would be no Conversation.

Foundations looking to partner with The Conversation, please contact Director of Foundations and Fundraising, Damian Thompson at damian.thompson@theconversation.com

Every dollar counts

The Conversation Australia & New Zealand's 2020 financial overview



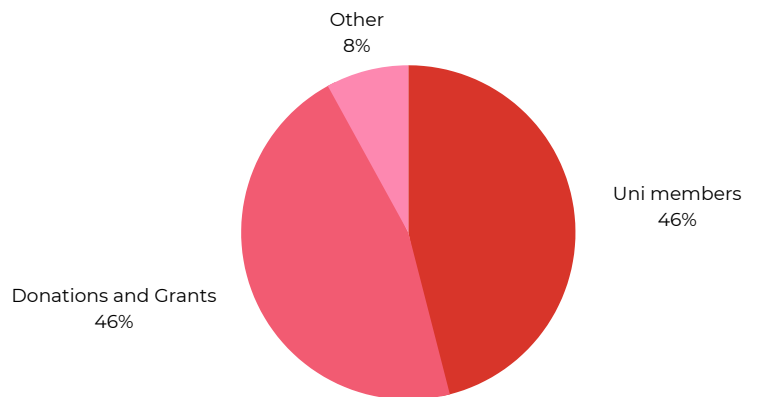
Managing our resources effectively is vital to our sustainability.

Thanks to the ongoing support of our Australian and New Zealand university members, and spurred by strong reader support in the wake of our COVID-19 coverage, The Conversation Australia and New Zealand finished the 2020 financial year with a modest surplus. This will be used to offset any declines in revenue over the next few years to cover the fallout from COVID-19.

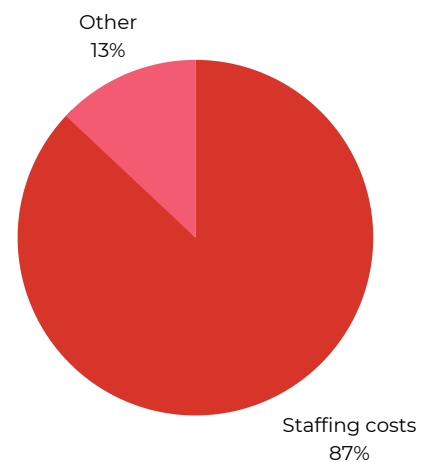
Over 90% of our revenue is provided by our university members, philanthropic foundations, and readers who donate via The Conversation Foundation.

This funding helps us to support our operational costs, with 87% allocated to our editorial team who commission, edit, publish and distribute The Conversation articles.

FY2020 Revenue



FY2020 Expenses



The Conversation team



Misha Ketchell
Editor & Executive Director



Lisa Watts
CEO & Executive Director



Alexandra Hansen
Deputy Editor & Chief of Staff



Fron Jackson-Webb
Deputy Editor / Senior Health & Medicine Editor



Liz Minchin
Executive Editor



Sunanda Creagh
Head of Digital Storytelling



Suzy Freeman-Greene
Editor: Arts & Culture



Jane Howard
Deputy Editor: Arts & Culture



Lucy Beaumont
Deputy Editor: Arts & Culture



Peter Martin
Editor: Business & Economy



Tim Wallace
Deputy Editor: Business & Economy



John Watson
Editor: Higher Education; Cities & Policy



Michael Hopkin
Editor: Science & Tech, Health & Medicine



Anna Evangeli
Deputy Editor: Health & Medicine



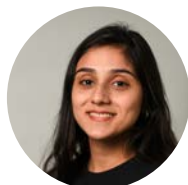
Phoebe Roth
Deputy Editor: Health & Medicine



Liam Petterson
Assistant Editor: Health & Medicine



Michael Lucy
Deputy Editor: Science & Tech



Noor Gillani
Deputy Editor: Science & Tech



Nicole Hasham
Editor: Environment & Energy



Anthea Batsakis
Deputy Editor: Environment & Energy



Sasha Petrova
Editor: Education



Amanda Dunn
Editor: Politics & Society



Justin Bergman
Deputy Editor: Politics & Society



Judith Ireland
Deputy Editor: Politics & Society



Finlay MacDonald
NZ Senior Editor / Politics, Business & Humanities Editor



Veronika Meduna
NZ Editor: Science, Health & Environment



Michael Lund
Commissioning Editor



Wes Mountain
Multimedia Editor



Molly Glassey
Digital Editor



Tessa Ogle
Social Storytelling Editor



Ben Clark
Deputy Engagement Editor

Commercial & Finance



Maria Troumboukis
Finance Manager



Suji Gunawardhana
Management Accountant



Damian Thompson
Director of Foundations and Fundraising



Susan Hornbeck
Strategic Partnerships Manager



Felicity Burke
Sponsorship & University Services Manager

Platform



James Hill
Head of Engineering



Josh Bassett
Data Platform Technical Lead



Alex Smith
Senior Developer



Ben Macleod
Commercial Platform Senior Developer



Nick Browne
Developer



Tiago Amaro
Developer



Zoe Jazz
Design Lead

Board of Directors



Julianne Schultz
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Chair of TCMG



Joseph Skrzynski AO
Director



Lisa Watts
CEO and
Executive Director



Richard Leder
OAM
Director



Marianne Broadbent
Director



Cameron Gough
Director



Kate Torney
OAM
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Thomas Fiedler
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Misha Ketchell
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Executive Director



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Western
Australia



Misha Ketchell
Editor and
Executive Director



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Massey University



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University of
Sydney



Susan Forde
Griffith
University

The Conversation International

8 editions
4 languages

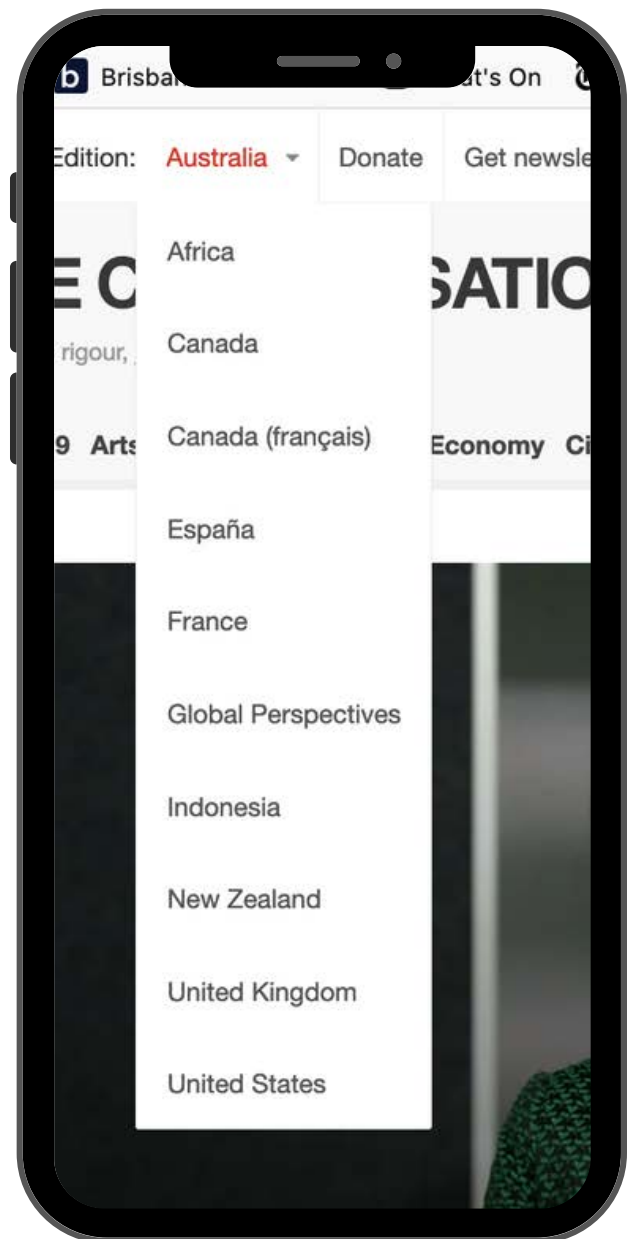


The Conversation Media Group operates the technology and publishing platform through the business division of The Conversation International.

The Conversation content management system was developed to support a collaborative approach to journalism.

It enables collaborative writing, with a readability index, editorial workflow and approvals, and rich analytics.

The Conversation's global operational model is decentralised, with each edition incorporated as a not-for-profit, with a local board and team.





A global network dedicated to democratising knowledge

Africa

16 editors
12 uni members/hosts

Monthly averages

1.9 million reads
114 authors
103 articles

Aus & NZ

26 editors
45 uni members

Monthly averages

17.3 million reads
334 authors
346 articles

Canada

9 editors
41 uni members

Monthly averages

3.1 million reads
112 authors
94 articles

France

17 editors
120 uni members

Monthly averages

5.1 million reads
206 authors
227 articles

Indonesia

8 editors
2 uni members

Monthly averages

1.7 million reads
76 authors
79 articles

Spain

7 editors
45 uni members

Monthly averages

5.9 million reads
144 authors
155 articles

UK

23 editors
85 uni members

Monthly averages

14.2 million reads
284 authors
262 articles

United States

19 editors
64 uni members

Monthly averages

15.4 million reads
208 authors
212 articles

White pins mark where we now have staff working for our eight different editions of The Conversation. The number of editors is full-time equivalents. The number of reads are via republication. Excludes audience development staff. Metrics as at 1/11/19 to 31/10/20.

Services to support our readers, authors and members



Pitching & Writing Masterclass

Do you have an important story to share about your research? Can you tell that story in a concise and compelling way?

Join us for a masterclass with a senior editor and discover how you can persuade influential people outside your field – including the media, industry, politicians and the public – that your work matters.

Fewer than 50% of people typically read beyond the first few sentences of an online article or journal abstract. We show how to keep time-poor readers interested, using short, sharp, jargon-free writing.

For more information on bookings and pricing, visit theconversation.com/au/pitching-and-writing-masterclass or email masterclass@theconversation.edu.au

“Honestly, one of the most useful workshops I have ever attended... I really appreciated the clear and direct descriptions of how to structure a news piece versus an academic article. I appreciated getting direct feedback from editors in the breakout groups. It was very helpful! Outstanding.”

Dr Kelly Bertolaccini
Griffith University

“The workshop explained precisely what The Conversation is looking for from contributors; how to write a pitch; how to structure a story; how to ‘write’ a story for a lay audience (as opposed to an academic journal). There were some great case studies and the individual coaching for academic participants was balanced and well done. This was incredibly valuable for me as a Communications and Marketing professional at a university. I will be able to guide our academics/researchers more effectively. The course was very well structured and I sincerely appreciate your guidance. Outstanding.”

Melissa Branagh
Deakin University



Newsletters

We invite universities, non-profits, public sector and like-minded organisations to sponsor our newsletter and reach our educated and engaged audience of more than 152,000 subscribers daily.

"As a university publisher our brand aligns brilliantly with The Conversation. We found advertising in their EDM was the ideal way to reach their engaged and significant database of subscribers."

Louise Cornegé

University of Queensland
Press



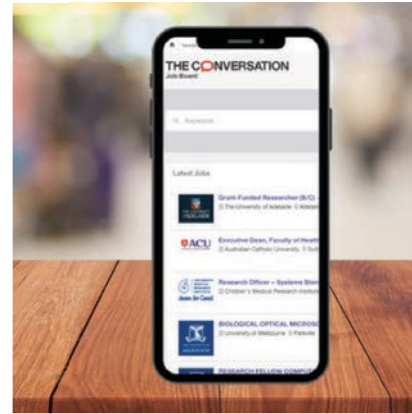
Event listings

Promote upcoming events, lectures, scholarships, symposia or calls for papers for your organisation through our events board, homepage and newsletter.

"Throughout 2020 the UTS Institute for Public Policy and Governance (IPPG) promoted events, professional development learning programs and UTS applied policy and local government programs. Although COVID-19 presented new challenges and ways of working, promoting on The Conversation website ensured IPPG could continue to build its brand reputation and program awareness while also contributing to the professional development of public sector employees."

Sarah Reade

UTS



Jobs listings

The Conversation's job board is where experts go to find work. Advertising on The Conversation Job Board ensures it reaches a wide audience within academia, government, business and beyond. You'll receive a monthly report of your job listing's performance, including views and application clicks.

For more information contact Sponsorship and University Services Manager, Felicity Burke, at felicity.burke@theconversation.edu.au



Values

Across 8 editions (Africa, Australia & New Zealand, Canada, France, Indonesia, Spain, UK and USA) we share these values:

Evidence

We commission fact-based articles from experts in their field. We make decisions based on evidence not opinions.

Independence

We are free of political or commercial influence and support independent thinking.

Knowledge

We believe academic knowledge should be freely available in a format people can understand.

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We are a charitable organisation that strives to have a positive impact on society.

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We are rebuilding trust in journalism by following rigorous processes. We are a trustworthy source.

Transparency

We are open, transparent and accountable. When new information is presented to us, we correct ourselves quickly and publicly.

Collaboration

We respectfully exchange ideas. We encourage others to question and challenge our beliefs. We are better together.

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