

THE CONVERSATION

Share knowledge. Inform decisions.

2023

**IMPACT
REPORT**
April - June

Australia & New Zealand

A note from our Editor



The report you are about to read is about the ways in which The Conversation delivers “impact,” but “impact” is a bit of a buzzword and it can be hard to wrap your head around it.

In reality what you are about to read is all about the ways in which academics published in The Conversation serve the public good and make a difference.

It’s the stories of how we help academics bring about meaningful positive change, something of which we are incredibly proud.

As a not-for-profit organisation The Conversation was created in Melbourne in 2011 to help people access the information they need to make better decisions, whether those decisions are about vaccines or addressing climate change or deciding who to vote for.

By publishing articles written by academics and edited by journalists, we build a bridge between the academic expertise and a public that is flooded by misinformation and disinformation and the partisanship of social media.

We build that bridge because doing so creates a win/win/win. Academics can share their knowledge and be heard. They can shape public policy and public opinion. They can be heard on TV and radio and in newspapers and online and they can benefit from this recognition. The media benefits from a source of reliable quality information from bona fide experts. And the public gets access to up to date knowledge and expertise that might otherwise be hidden in obscure journals, knowledge that can improve decisions and improve lives.

Underneath it all we hope our work with academics serves as a model of what you can achieve when you combine determination and ambition with a willingness to collaborate. We are proud of the work we do but ultimately the stories of “impact” you read here are driven by the generosity of the public-spirited academics with whom we work. We congratulate them on their achievements and thank them for their important contribution.

Misha Ketchell
Editor, The Conversation

The Conversation is a trusted global media brand

Leaders from across The Conversation's global network recently met in London for a global summit. One of the highlights of the summit was a presentation from media impact consultant, Richard Addy.

He looked at backlinks from other websites to gauge media brands' influence on influencers and decision makers.

What are backlinks?

A backlink is an external link from another website to your website.

Backlinks are important because they indicate that your website is valuable and worth linking to. Backlinks are like votes. They indicate that a particular website is trustworthy and the content on the site is valuable, credible, and useful.

Google's algorithm takes into account the number of backlinks a website has when determining how it ranks.

The Conversation is ranked:



14th

among global news media organisations for backlinks from government websites



Top 20

global news media brands for backlinks from other media



Top 10

global news media brands for backlinks from the world's leading universities



Top 10

global news media brands for backlinks from education domains

30%

of Australians live in
rural and regional
communities

21

local govt areas lack a
single local newspapers
(ACCC 2018)

We reach a rural and regional audience with stories that matter

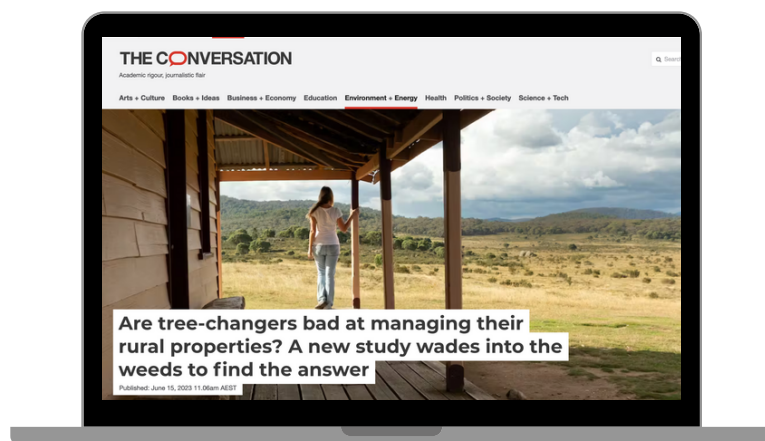
Rural & Regional

More than 30% of Australia's population live in rural and regional communities, outside of the major cities. These areas are home to vital industries such as agriculture, forestry and mining. Yet Australian media doesn't adequately address the information needs of these communities in terms of reach or content.

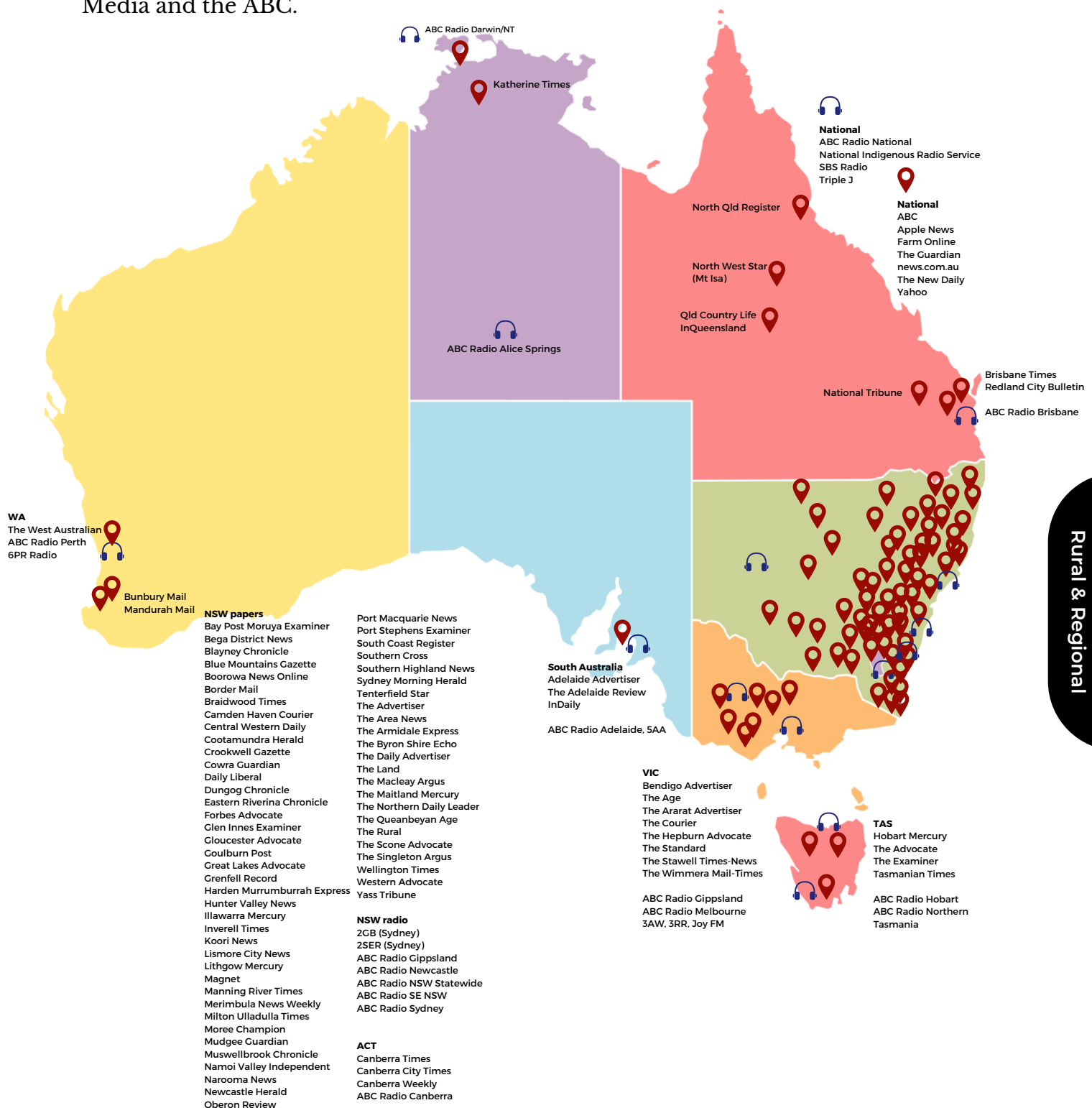
Stories tend to reflect the interests of people who live in metropolitan cities, not regional cities or remote towns.

At the same time, the news media doesn't adequately reflect the stories and experiences of these communities to the wider population. The shortage of local news has serious ramifications for the democracy and social fabric of local communities.

The Conversation publishes content that matters to rural and regional communities across a range of topics including climate change adaptation, agriculture and food production, rural health and education, community resilience, economic challenges for remote areas, arts and culture, issues for First Nations communities in regional Australia and more.



The Conversation stories reach rural and regional audiences through our website as well as our republishing and broadcast partners including Australian Community Media and the ABC.



Rural & Regional



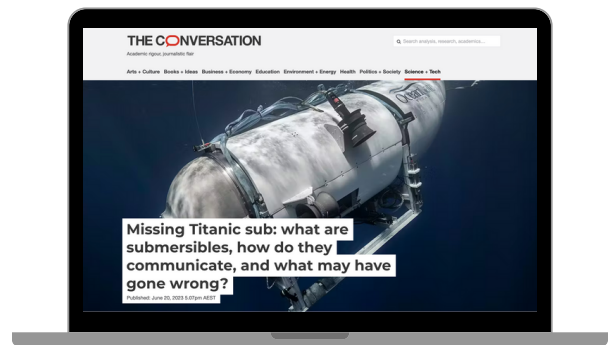
James Hill @jameshillia · Jul 13

Just spent a week in outback Australia with only 3G or poor 4G connectivity. @ConversationEDU was the only news website that would load content, every other news site (abc, fairfax, newscorp) timed out 🙄🙄



The Conversation provides a deeper understanding and context for live events as they happen

In June, as the world watched the frantic countdown to find the lost Titan submersible in the North Atlantic, The Conversation commissioned a series of explanatory expert articles, which were republished by more than 100 media outlets around the world.



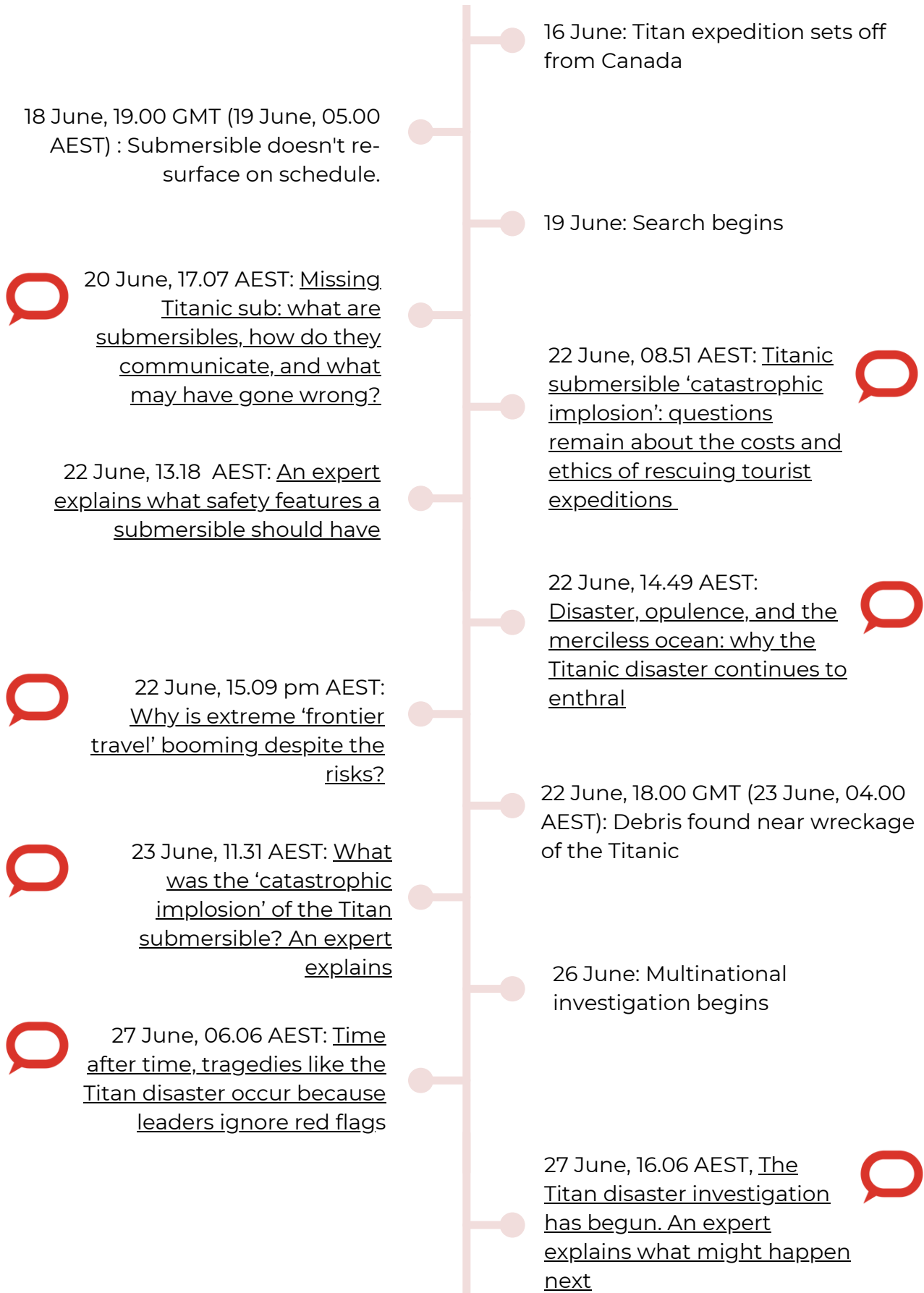
I think there's always been a temptation on the part of even good journalists to report on the punches being thrown more than the reason for the punches being thrown... I think there was a time when we had media that were less inclined to be seduced by that kind of stuff and more interested in the substance of the issues.

But we also had academics who were in the public place, experts, I mean, genuine experts, right, who were in the public space, seeking to educate the public about these things. Now, we haven't lost that entirely, and publications like The Conversation have gone a long way.



Dr Ken Henry
Former Treasury Secretary and NAB Chairman
(speaking on the Jolly Swagman Podcast)

Titan disaster timeline

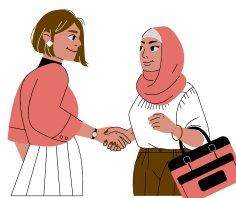


The Conversation delivers real world change.



17%

of authors are contacted by government or policy makers



26%

of authors have opportunities for academic collaboration



9%

are invited to contribute to briefing papers or submissions to parliament



18%

see increased citations for scholarly articles



14%

of authors are contacted by business or industry



28%

of authors used The Conversation metrics for funding or grant applications



13%

of authors are invited to speak at conferences



58%

of authors are contacted by media

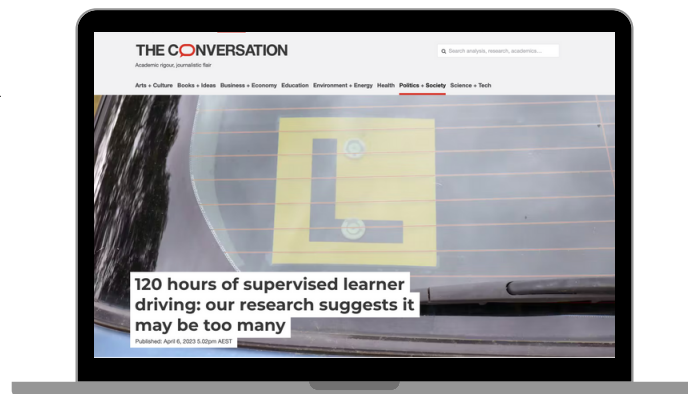
Source: The Conversation AU/NZ Reader and Author Survey 2022

Our articles influence decision makers

The Conversation achieves impact by sharing evidence-based news and analysis with decision makers and policy makers, as well as society in general. We provide a platform for academics and researchers to share their knowledge and insights that can inform change, policy direction and solutions-thinking.

The Conversation's articles are widely shared by influencers of various kinds, including politicians, policymakers, not-for-profits, industry, and national and international broadcast media.

Here are some recent examples of outcomes from Conversation articles.



Conversation articles inform change:

New Zealand doesn't have a mandated learner driving requirement but the Transport Agency is considering it. So after reading the article by Nathan Kettlewell and Peter Siminski (UTS) which explained how their research indicates 120 hours of supervised learner driving is too many, the NZ Transport Agency contacted them for advice about the proposed policy change.

1097

articles published

1440

academics published

860+

media outlets
around the world
republished articles



Our articles inform policy direction and inject evidence into public debate:

In a speech to the Australian Parliament introducing amendments to the Nature Repair Act, Kylea Tink, MP for North Sydney, quoted the article 97% of Australians want more action to stop extinctions and 72% want extra spending on the environment by Liam Smith (Monash University), Jaana Dielenberg (Charles Darwin University), Kim Borg (Monash University) and Rachel Morgain (University of Melbourne).

The authors have also been contacted by Doctors for the Environment, the Australian Museum, Outback Ecology, Guardian Australia's environment reporter, and a number of academics asking for more details on the research.

Our articles inform solutions-thinking:

Hannah Tonkin, NSW Women's Safety Commissioner applauded Kyllie Cripps' (Monash University) article New research reveals harrowing stories of murdered Indigenous women and the failure of police to act on Twitter.



Hannah Tonkin, NSW Women's Safety Commissioner ✓
@HannahTonkinWSC



Important and timely research on Indigenous women and intimate partner homicide – highlighting that most deaths were preventable. This article tells vital stories that we need to understand and learn from.



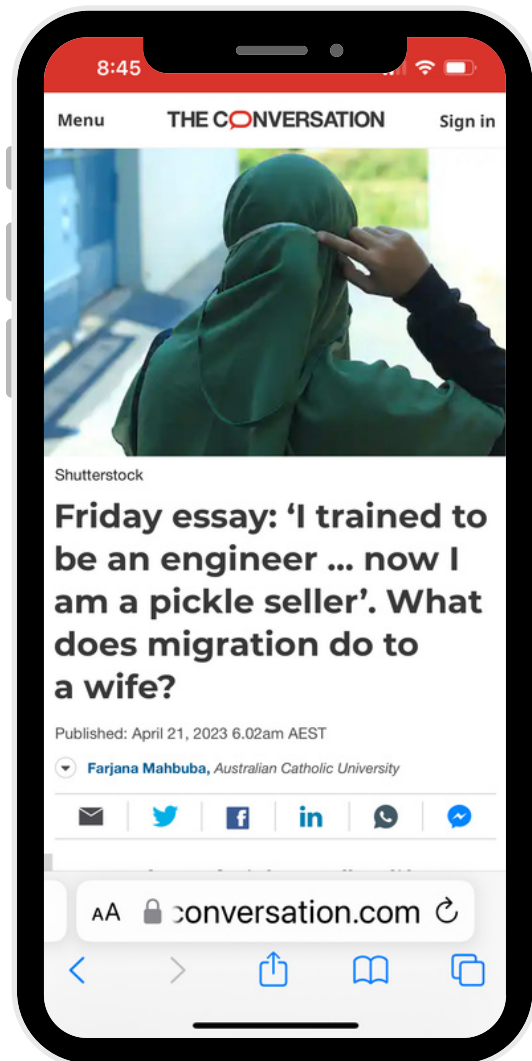
Kyllie Cripps @CrippsKyllie · May 31

Delighted to share my latest article - this gives voice to the experiences of 151 Indigenous women who lost their lives to intimate partner violence over a 20 year period. [tandfonline.com/doi/full/10.1016/j.nature.2023.05.011](https://doi.org/10.1016/j.nature.2023.05.011)

And sometimes our articles can even change lives:

After LinkedIn shared Farjana Mahbuba (ACU)'s Friday essay: 'I trained to be an engineer ... now I am a pickle seller'. What does migration do to a wife? in a special news update, it attracted insightful responses from many experts in careers advice, migrant law and other fields.

One reader from an engineering firm in Newcastle, Australia, even wrote with a potential job offer for "Selina" –the essay's subject – who trained as a civil engineer in Bangladesh.



Peter Mares • 2nd

Sessional Moderator at Cranlana Centre for Et...

2mo • 🌐

+ Follow ...

As the Joint Standing Committee on [#migration](#) continues its inquiry into Migration as Nation Building, I hope MPs and Senators read this powerful essay by [Farjana Mahbuba](#) on the experiences of highly-skilled women who migrate to Australia as "secondary" visa holders. [Nick McKim](#) [Andrew Bragg](#) [Senator Raff Ciccone](#) [Allegra Spender](#) [Jason Wood](#)



Conversation articles highlight inequity and make change:

Brett Montgomery (UWA), Louisa Owens (UNSW) and Shivanthan Shanthikumar (Murdoch Children's Research Institute) warned that new asthma medicine restrictions will hurt the poorest children the most.

Subsequently, the Australian government's medicines committee agreed that their decision had created difficulties for poor and/or rural Australian children, and reversed their decision, as this post from Asthma Australia celebrates.

Our articles provide information for key influencers on new topics:

New Zealand's Chief Science Advisor, Professor Dame Juliet Gerrard, shared Samar Fatima and Kok-Leong Ong's (RMIT) article AI to Z: all the terms you need to know to keep up in the AI hype age on Twitter.

BREAKING NEWS

Kids' asthma preventers Flixotide Jnr & Axotide Jnr will be put back on the PBS

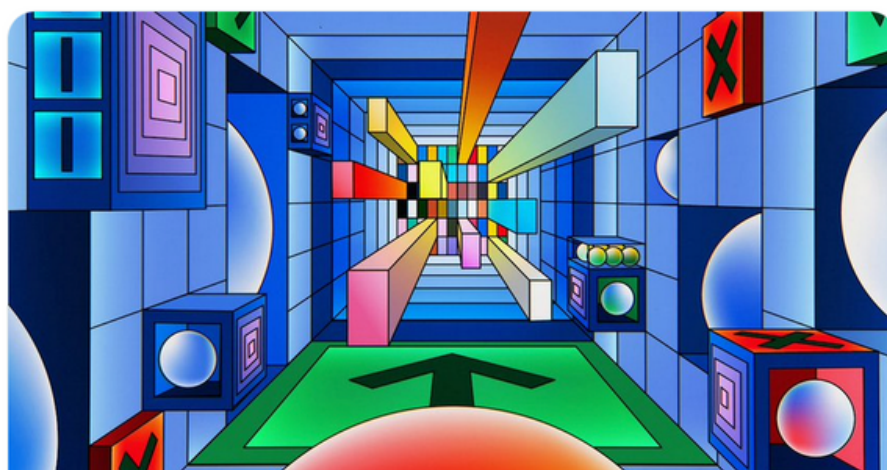
- scripts from your doctor
- kids under and over six

More details to come



NZ ChiefSciAdvisor @ChiefSciAdvisor · May 8

AI to Z: all the terms you need to know to keep up in the AI hype age
theconversation.com/ai-to-z-all-th... via @ConversationEDU

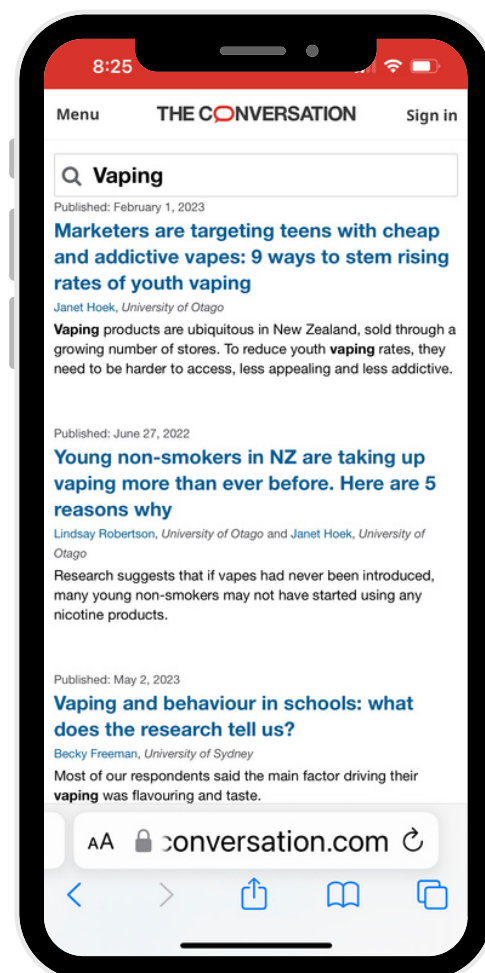


theconversation.com

AI to Z: all the terms you need to know to keep up in the AI hype age
 There's a lot of overlap in AI-related concepts. Understanding how they are different from each other, and how they relate, is important.

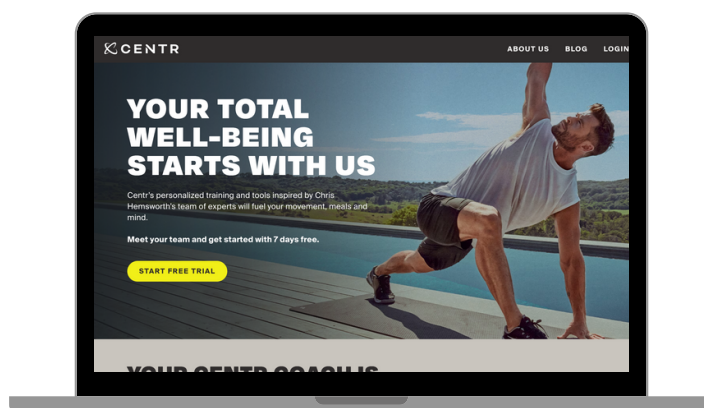
Conversation articles are often used in health settings as free, trustworthy, accessible resources:

The City of Salisbury's Planet Youth Program is an evidence-based primary prevention program that aims to combat alcohol, tobacco and other drug use and misuse. As part of their program they use a series of seven Conversation articles on vaping.



And our articles are used by fitness experts too:

Chris Hemsworth's global fitness app Centr – followed by 942,000 people on Instagram alone – shared Conversation articles on the health benefits of exercise, including Exercise is even more effective than counselling or medication for depression. But how much do you need? by UniSA authors Ben Singh, Professor Carol Maher and Jacinta Brinsley.





Corey Bradshaw

Matthew Flinders Professor of Global Ecology at Flinders University
1mo

Just cracked 2 million views of my 36 articles published in **The Conversation Media Group** since 2012.

What a fantastic venue for disseminating our research findings. Thank you for existing.

What did we ever do before you were there?

[Click here](#) to see Corey's articles.

Authors, readers and not-for-profits use our article to raise awareness about issues, support advocacy roles and campaigns:

Julie Old (WSU) & Hayley Stannard (CSU)'s article, [A rare video of wombats having sex sideways offers a glimpse into the bizarre realm of animal reproduction](#), has been viewed nearly 200,000 times. Julie and Hayley have been interviewed by multiple radio stations.



We are chuffed [the article] has been popular amongst The Conversation readers and the wider community.

Everyone has been positive in their feedback to us and we have been able to utilise it to raise awareness and support for conservation of wombats!

Conversation articles are often used in education settings as copyright-free, evidence-based resources:

For example, Ainsley Hughes' (University of Newcastle) article How on-demand buses can transform travel and daily life for people with disabilities will be used in an upcoming textbook, *Senior English Skills*.

Stephen Poropat's (Curtin University) article First near-complete sauropod dinosaur skull found in Australia hints at ancient links between continents and Agustin Chavez's (Swinburne) article What The Jetsons got right, and very wrong, about the future of work will be used in an English Language Year 12 textbook published by Insight Publications.



Kirsten Murray
@qldlegalteacher

This article might be a useful addition or topic for [#LegalStudies](#) teachers to include in their [#ContractLaw](#) [#Unit2](#) [#Topic2](#)

The Conversation - Australia + Ne... @Conversati... · Apr 17

Companies like it when your phone breaks and you have to buy another. But we'd all save money if we could actually repair the things we purchased.

Australia is dragging its heels on right to repair laws.

@LGWiseman @Griffith_Uni @UTSengage #Auspol
theconversation.com/if-you-buy-it-...



Conversation articles inject experts into broadcast and print media:

Because of the Conversation articles, I was put on the 'media map' as a go-to academic for economic issues in Myanmar.

When my first debut article first appeared, the BBC Online interviewed me and quoted me. Since then, my articles have been quoted throughout 2021 till the present (including the ABC, CNA, BBC World, CNBC, Voice of America, TRT World, Le Monde, Agence France-Presse, Bangkok Post, Straits Times, China Daily, Deutsche Welle, VICE Media, etc.)

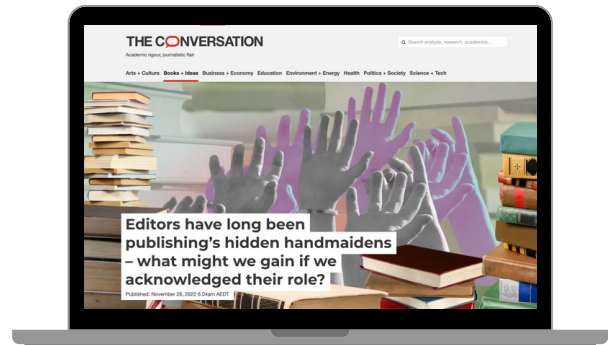
I would like to thank you again wholeheartedly for all your mentorship, coaching, and leadership. Without your generous efforts in training me (and your interests in Myanmar), these wouldn't have been possible!



Htwe Htwe Thein
Curtin University

Our articles change the way people do business:

After Alice Grundy (ANU) wrote Editors have long been publishing's hidden handmaidens – what might we gain if we acknowledged their role? a leading, mass-market commercial publisher contacted her to say they're looking into changing their practices as a result.



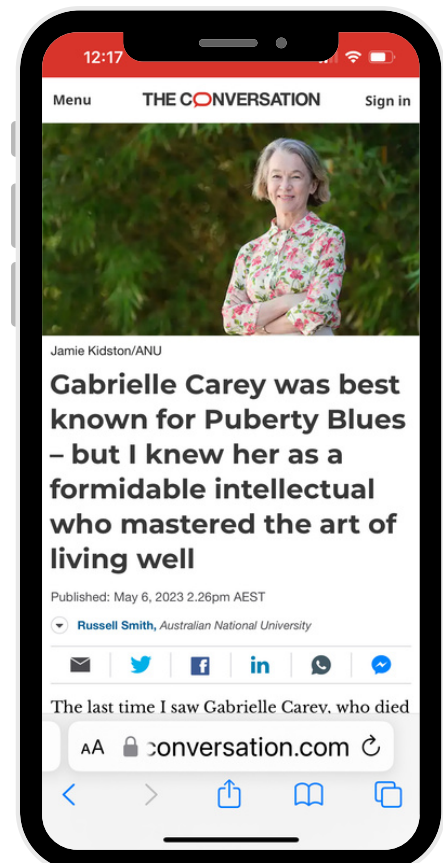
Alice Grundy
ANU

I had more responses from that piece than anything else I've ever written. Academic work can feel as though it is crucially important but it's incredibly difficult to share your research with a wider audience. I'm grateful that The Conversation is offering the space to host nuanced discussions and detailed analyses.

Our articles are widely respected:

After Russell Smith (ANU) wrote Gabrielle Carey was best known for Puberty Blues – but I knew her as a formidable intellectual who mastered the art of living well the article was widely lauded and appreciated.

Australian literary figures who shared it on social media included Anne Summers, Miles Franklin judge Bernadette Brennan, Delia Falconer. Journalist Sean Kelly wrote: *"This is fascinating and beautiful"*.



Public-interest journalism powered by philanthropy

The Conversation's editors produce trustworthy journalism that helps you stay informed.

We do this as a not-for-profit company guided by a clear purpose: to provide access to quality explanatory journalism essential for a healthy democracy. We are 100% independent and without advertising or paywalls. All our work is free to read and free to republish under Creative Commons.

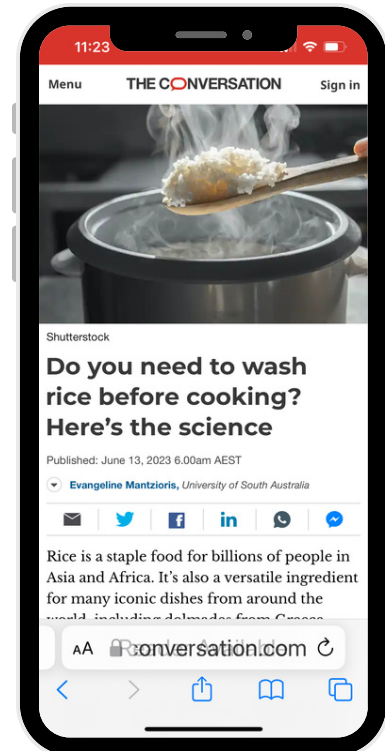
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Conversation
without you.**