



Gift in Will

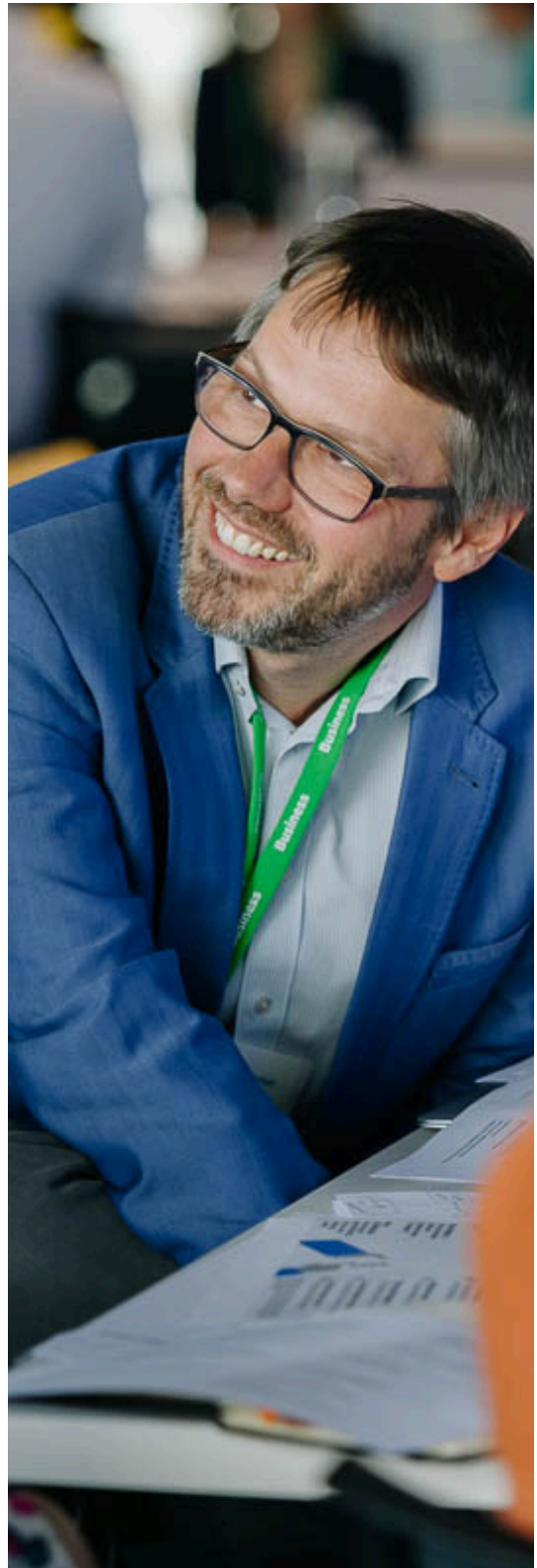
THE **C**ONVERSATION

Share knowledge. Inform decisions.
theconversation.com

Accurate and trustworthy news is essential to a healthy democracy.

It's our mission to produce this type of journalism, but as a not-for-profit newsroom we can only do so with the support of readers like you.

Misha Ketchell, Editor
The Conversation



What is a Gift in Will?

A Gift in Will, sometimes known as a bequest, is simply a donation that is given via your Will.

There are several types of gifts that you can choose to include in your Will. You may like to:

- Give a specified sum of money.
- Give a percentage of your estate.
- Give property or an investment.
This could include shares, artwork or other valuable items.
- Leave a residual gift: after you have provided for your friends and family in your Will, give a percentage of the remainder of your estate.

You don't need to be a millionaire to leave a gift in your Will to charity, even a gift of just 1% of your estate can make a lasting difference to The Conversation.



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Having made the decision to include several gifts in my will, it then wasn't too difficult for me to decide on the benefactors. I wanted my bequests to support issues which I care deeply about and which I believe will have a lasting benefit on the future of our community and our country.

The Conversation ticked all the boxes for me. It is independent and provides well-researched information from academic experts which is made available for use, free of charge, to the media and the public. I also like the fact that the model originated in my hometown of Melbourne and, owing to the positive impact it is having here, is spreading to other democratic countries around the world.

Pamela McLure, Legacy Supporter

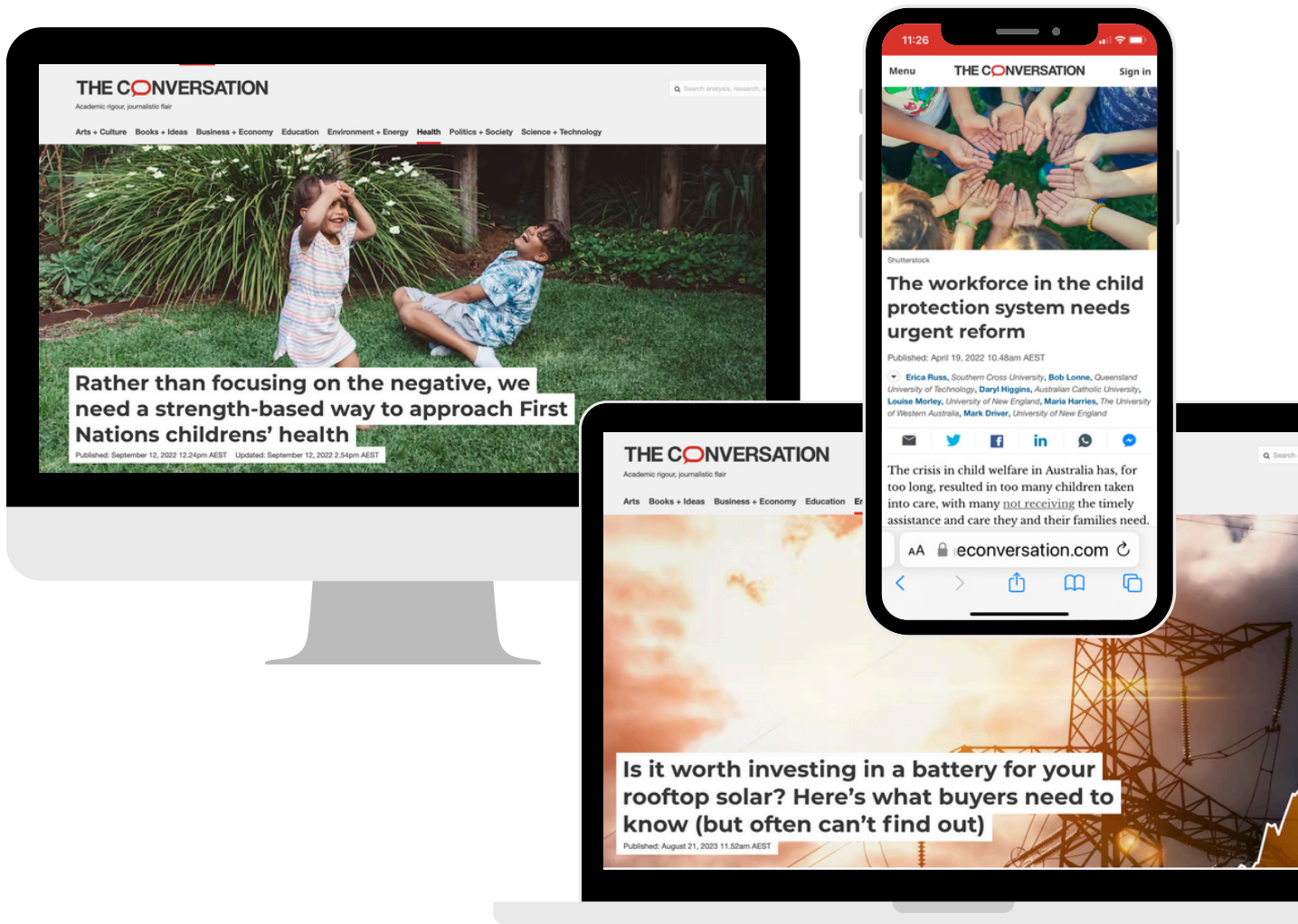
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What does it mean to leave a gift in your Will?

The Conversation exists to inform the public and share our work as widely as possible, free to reuse, free to republish and free of paywalls. As a not-for-profit news organisation, funded by readers and members, we are not beholden to commercial interests or partisan biases. We are committed to providing open-access information, evidence-based and independent, essential for a healthy democracy.

Leaving a gift in your Will is to leave a legacy of knowledge. Your generosity is a commitment to ensuring that knowledge should be for everyone, not just a select few.

Your contribution will empower solutions-based journalism that will support informed debate and decision-making that benefits our community. Together, we can strengthen our democracy for future generations by ensuring that important research and clean information is there when it's needed.



Our 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 that academic knowledge should be freely available in a format that people can access and understand.

Public good

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

Trust

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.

Collaboration, trust, and a commitment to human wellbeing and the public good are at the heart of The Conversation's success, and that makes it something worth getting behind.

Peter Doherty AC FRS FMedSci
Laureate Professor, The Peter Doherty
Institute for Infection and Immunity

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Supporting The Conversation by including them in my Will is the best thing I can do for the next generation.

I believe truth in journalism is the single most important thing if we want to keep democracy alive in the toxic times of “alternative facts” and radically divisive politics. As a deliberately childless person, I still feel a strong responsibility for the next generations and their environment. That is the reason why I am very happy to recognise The Conversation in my Will.

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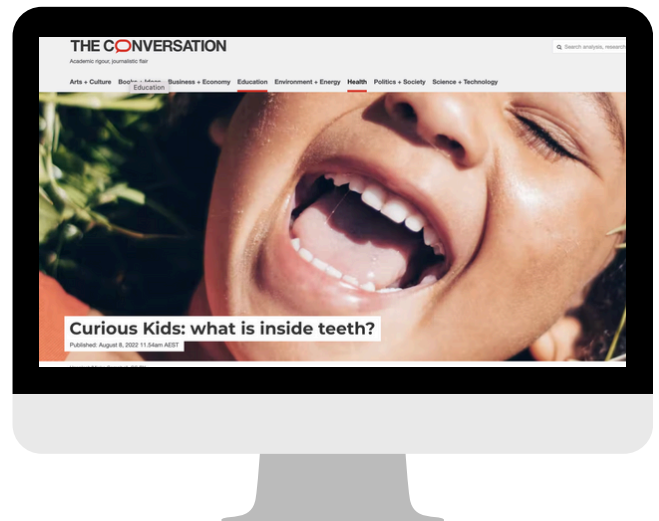
Helmut Schwabe, Legacy Supporter

Pictured below with one of his sculptures



Planning your giving

Once you have decided on the type of gift that you would like to leave in your Will, you can then decide whether it should be used for a specific purpose (a designated gift) or you can leave it up to The Conversation to direct the funds to where it is needed most (an unrestricted gift).



Designated gift

A designated gift allows you to choose where your gift can be applied. For example, you may like to direct the funds towards an area of journalism such as education, environment, arts, or science.

Unrestricted gift

An unrestricted gift allows The Conversation the flexibility to use the gift in a way that meets our needs at the time or to respond quickly to new opportunities and stories.

Whatever you decide, it's wise to discuss your plans with your loved ones. This helps avoid any confusion around your legacy and provides clarity around your wishes.



Wording for your Will

Your solicitor may find it helpful to refer to the below wording when updating your Will.

"I give free of all duties or taxes...

(Please insert here the appropriate clause selected from the options below:)

- all of my estate
- _ _ % of my estate
- the residue of my estate
- _ _ % of my residuary estate
- the sum of \$ _ _ _ _
- the following list of asset(s)

to The Conversation Foundation Ltd., as trustee for The Conversation Trust (ABN 80 958 603 438) to be applied for the purposes of funding independent and trusted journalism (unrestricted gift).

I direct that the receipt of any director or other proper officer for the time being of that Foundation will be a sufficient discharge to my Trustees.

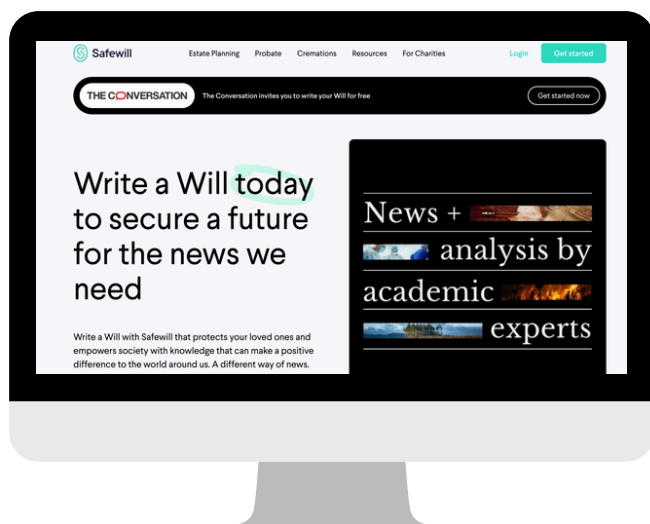
If you would like to direct your support to a specific section or editorial focus (a designated gift) please contact our bequests manager at helen.johnstone@theconversation.edu.au so we can discuss how your gift may be used and your wishes fulfilled.

Write your online Will

If you don't yet have a Will, and would like to write your bespoke, legally valid Will easily and affordably from the comfort of your home, our partners can help.

The Conversation has teamed up with two leading online will-writing services - Safewill and Gathered Here to allow our supporters to write their own Wills.

Safewill and Gathered Here are designed to make estate planning simple, affordable, and accessible. These platforms guide you step-by-step to ensure your wishes are clearly outlined, all without leaving your home. They also provide flexibility to update your Will as life changes and make it easy to include a bequest to support causes you care about, like ours. With expert assistance available if needed, you can have peace of mind knowing your legacy is secure.



Complete your Will online at: safewill.com/theconversation

Free for Conversation readers from 1- 15 September 2025.

Talk to us

Leaving a Gift in your Will is an important decision and one that you may like to discuss further.

If you would like to know more about The Conversation and how your gift may be applied please do not hesitate to get in touch with our Bequest Manager. We'd be happy to arrange a conversation with our leadership.

Helen Johnstone
Philanthropy and Bequest Manager
helen.johnstone@theconversation.edu.au
0422 851 282.

Tell us

Please let us know if you plan to include The Conversation in your Will. That way, we can get to know you and ensure that we best reflect your wishes. We'd also love to be able to thank you!



**There is no
Conversation
without you.**

THE CONVERSATION

The Conversation Media Group Limited
ABN 44 142 923 653