

THE CONVERSATION

Share knowledge. Inform decisions.



2025

**IMPACT
REPORT**

Oct – Dec

Australia & New Zealand

Clarity in a Time of Change

The Conversation was launched in Melbourne in March 2011 with a very simple mission in mind: to unlock the knowledge of academic experts and make it freely available to anyone who wants to access it.

In the fifteen years since we've experienced constant and often rapid change; in technology, in culture, in rising global conflict and shifting geopolitics. We have had to rethink how we do many things, but our simple mission has never changed. The Conversation exists to ensure that the valuable intellectual capital created by academics is freely available to everyone who wishes to use it.

This regular report is one way of measuring our progress against that core goal. Have we found effective ways to communicate the latest research and academic insights so that they reach large audiences? Have we presented information in a user-friendly way, so that people without specialist knowledge can glean the insights offered by new research?

Is that new research and thinking reaching politicians and policymakers, captains of industry, parents, students, community groups and advocates in a way that can help them be better informed and make better decisions? In short, is the work that The Conversation does to translate the latest academic thinking for a broad audience having an actual impact in the real world?

By the time you have finished reading this terrific report I am confident that you will conclude that the answer to this question is “yes”. Whether it be an analysis of changes to gun laws in the wake of the Bondi atrocity, an article on Facebook's privacy breaches or our coverage of storm patterns in the Southern Ocean, our journalism is always sober, timely and informed by deep expertise.

Most importantly we aim to be rigorous, constructive and scrupulously non-partisan. Our work is regularly reviewed internally, and overseen externally by an Editorial Board composed of senior academics.

This commitment to quality has seen The Conversation build a reputation for trustworthy research and analysis and an audience of millions of appreciative readers. Coupled with the generosity of the thousands of selfless academics, it has allowed us to achieve the sort of real-world impact you will read about in this report.



Misha Ketchell
Editor, The Conversation

Outputs & outcomes

October to December 2025
The Conversation Australia and New Zealand

33,814,687
average monthly pageviews

1,068
articles

1,324
authors

*Impact sources: Overton and author-provided

Policymakers

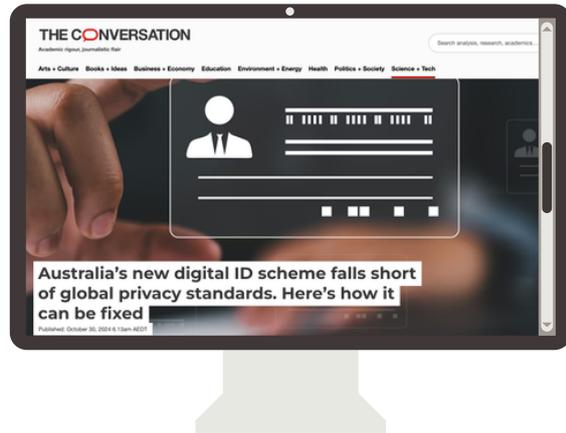
The Conversation authors are regularly contacted by policy decision-makers. Their expertise is often sought for parliamentary hearings and committees, to shape proposals, and to inject evidence into debates. Articles are regularly cited in reports and parliamentary discussions.

Digital ID standards

IN THE CONVERSATION

[Australia's new digital ID scheme falls short of global privacy standards. Here's how it can be fixed](#)

(Ashish Nanda, Jongkil Jay Jeong & Robin Doss, Deakin University)



The Impact

The UK Parliament Research Briefings cited the piece in their 22 October 2025 report on [Digital ID in the UK](#).

Risks in AI training

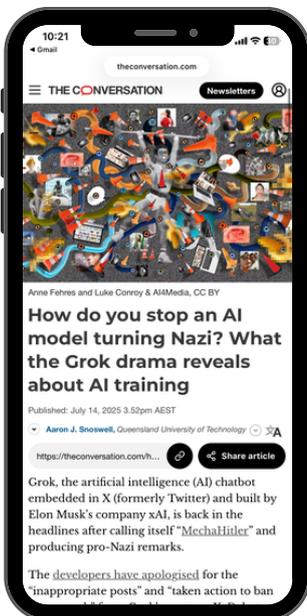
IN THE CONVERSATION

[How do you stop an AI model turning Nazi? What the Grok drama reveals about AI training](#)

(Aaron J Snoswell, Queensland University of Technology)

The Impact

The article was cited in a report for the European Parliament Committee titled 'Information manipulation in the age of generative artificial intelligence', where Aaron's research on the risks of AI model training and the "Grok drama" informed the EU's analysis of information integrity and the challenges posed by generative AI.

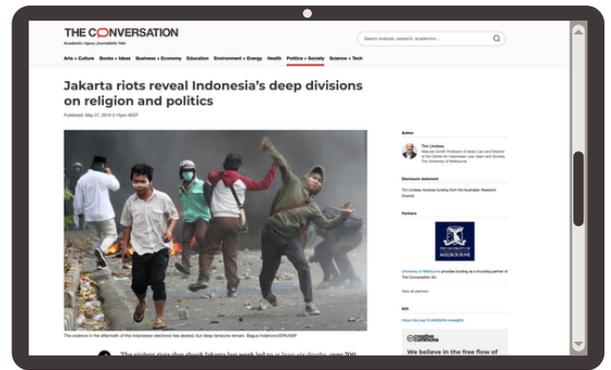


Indonesian security

IN THE CONVERSATION

Jakarta riots reveal Indonesia's deep divisions on religion and politics

(Tim Lindsey, The University of Melbourne)



The Impact

On 22 October 2025 the article was cited in a submission to The Senate Select Committee on Australia's Disaster Resilience "Inquiry into Australia's preparedness, response and recovery workforce models, as well as alternative models to disaster recovery"



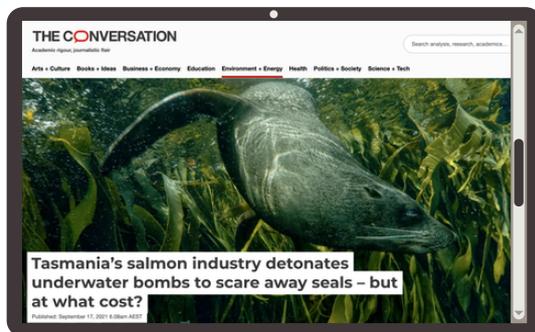
PARLIAMENT of AUSTRALIA

Marine conservation

IN THE CONVERSATION

Tasmania's salmon industry detonates underwater bombs to scare away seals – but at what cost?

(Benjamin J. Richardson, University of Tasmania)



The Impact

The Australia Institute cited the piece in their 23 October 2025 report "Correspondence between the Australian government and UNESCO – received under FOI". The report addresses UNESCO's concerns about the Tasmanian Wilderness World Heritage Area.

The **Australia Institute**
Research that matters.



Industry

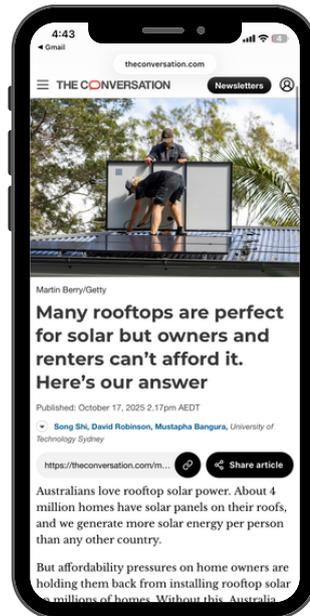
NGOs, government-funded organisations and private business regularly collaborate with Conversation authors after reading about their research. This can take various forms including knowledge sharing, product and service development and invitations to speak at conferences and professional seminars.

Rooftop solar equity

IN THE CONVERSATION

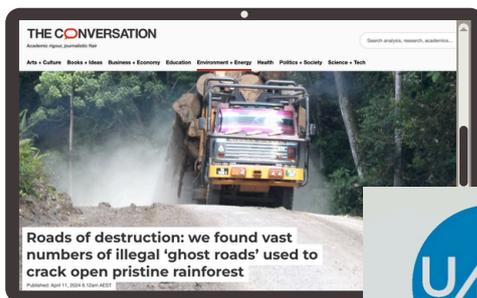
Many rooftops are perfect for solar but owners and renters can't afford it. Here's our answer

(Song Shi, David Robinson & Mustapha Bangura
University of Technology Sydney)



The Impact

Following a 10-minute interview on ABC Radio with Annie Gaffney, the authors were contacted by the National Renewable Network (NRN). The NRN identified the "use it or lend it" model as a simple, scalable way to unlock rooftops without relying on public funding. Additionally, the article triggered an exchange of ideas with Solar Citizens, a Non-Profit organization, and Song was also interviewed on SBS Radio to discuss regional promotion of the policy.



Rainforest Protection

IN THE CONVERSATION

Roads of destruction: we found vast numbers of 'ghost roads' used to crack open pristine rainforest.

(Bill Laurence, James Cook University)

The Impact

The U4 Anti-Corruption Resource Centre featured this research in their October 2025 report "Harnessing Artificial Intelligence (AI) to combat illegal logging." The report highlights how AI can strengthen the investigation of environmental harms linked to illegal infrastructure.

Renewable Energy

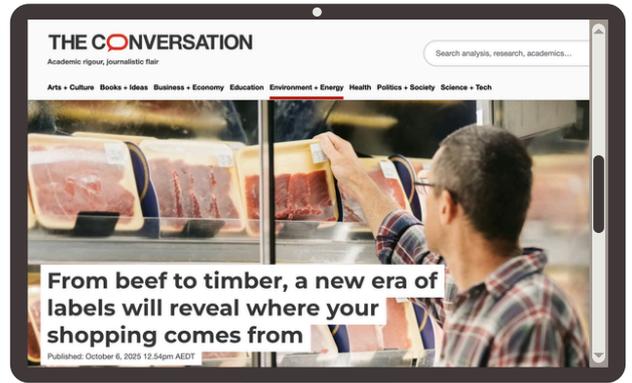
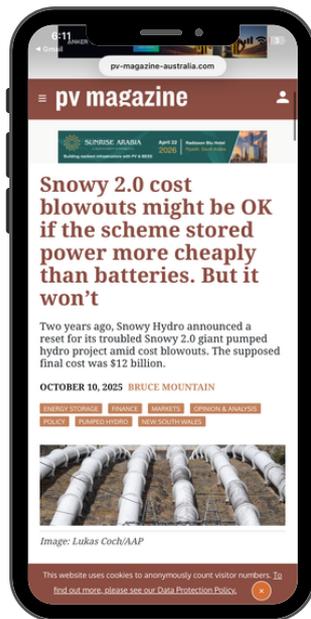
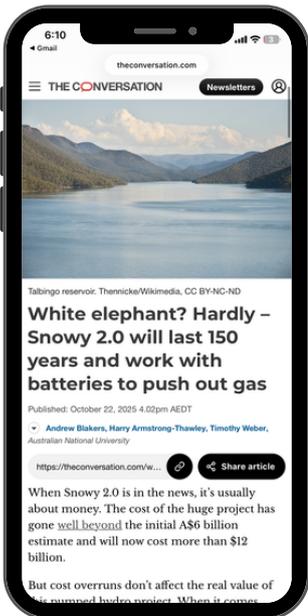
IN THE CONVERSATION

White elephant? Hardly. Snowy 2.0 is 150 years of work as a giant battery to push out gas.

(Andrew Blakers, Harry Armstrong-Thawley & Timothy Weber, Australian National University)

The Impact

The article was republished and featured by PV Magazine, a leading international trade publication for the solar and storage industry, amplifying the research to global energy professionals and investors. It was also republished by renewableenergyworld.com and Andrew was interviewed by Triple U FM.



Agriculture & Food

IN THE CONVERSATION

From beef to timber, a new era of labels will reveal where your shopping comes from

(Marcelo Feitosa de Paula Dias, Queensland University of Technology)

The Impact

Marcelo was interviewed for a journalistic report in CHOICE - Australia's leading consumer advocacy group. He was also interviewed for ABC Radio Hobart & ABC Queensland.



Academia

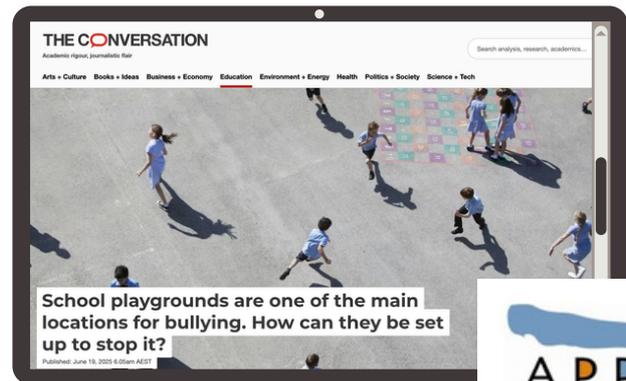
Writing in *The Conversation* provides wider dissemination and visibility of research work, which often triggers new collaborations between researchers and grant possibilities. Authors are also invited to give talks at universities, libraries and schools around the world. Conversation articles are often used in educational settings and republished in textbooks.

Schoolyard Bullying

IN THE CONVERSATION

School playgrounds are one of the main locations for bullying. How can they be set up to stop it?

(Brendon Hyndman, Charles Sturt University)



The Impact

Brendon's article on playground design preventing bullying led to a direct engagement with the Australian Principals Association President and he was interviewed in a Teacher Magazine podcast, providing educators and school leaders with evidence-based strategies to reduce bullying.

Vietnam War

IN THE CONVERSATION

'Accidental Napalm' turns 50: the generation-defining image capturing the futility of the Vietnam war

(Chari Larsson, Griffith University)

The Impact



In December 2025 the Academic Region and the Ile-de-France Region commissioned the digital platform 'Pearltrees' to publish online educational resources. Produced under the direction of a national education inspector and a team of teachers, an excerpt of the article is now used as a formal teaching tool for pupils and educators throughout the Ile-de-France region in France.

Media

Media amplification is crucial: it allows our authors to reach large and varied audiences. The Conversation is recognised by broadcast and print media as a trusted source for experts around the world. We also have a republishing network of thousands of media partners.

Student Wellbeing

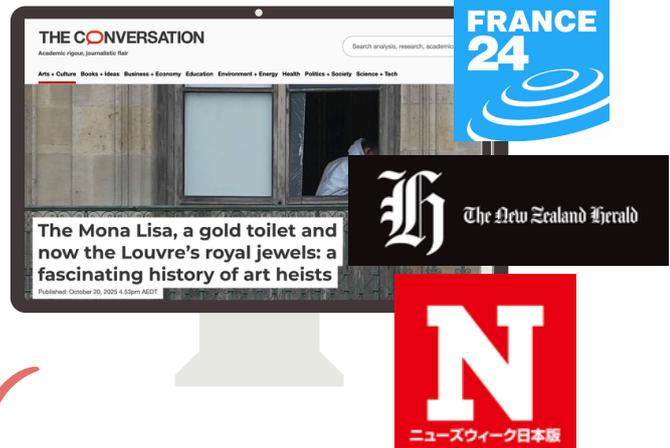
IN THE CONVERSATION

We tracked 72,000 NSW public school students over a decade and found 19% had been suspended or expelled

(Kristin R. Laurens, Lauren M. Piltz & Linda J. Graham, Queensland University of Technology)

The Impact

After publishing this article, the authors were interviewed for radio programs and TV including ABC NSW Drive, ABC Radio Coffs Harbour, 2GB Sydney (x2), WIN News, 2LF AM, ABC Radio New England and more.



Art History

IN THE CONVERSATION

The Mona Lisa, a gold toilet and now the Louvre's royal jewels: a fascinating history of art heists

(Penelope Jackson, Charles Sturt University)

The Impact

Penelope was interviewed for an ABC Overnights segment with Trevor Chappell on 27 October 2025 and featured on the front page of the New Zealand Herald. Media coverage extended to ABC Hobart, 2SM Sydney, Crikey, the French international news channel France 24, and a Calgary radio station. Additionally, the research was translated into Japanese for Newsweek Japan and led to a specialized interview for a follow-up article on Crikey.

Reader Feedback

Our 2025 Reader Survey received over 5,000 responses, with 90% of readers saying they would recommend The Conversation.

“

The essays and news pieces in The Conversation are my gold standard of journalism and academic writing.

Penny, Sydney

“

I'm a retired Science teacher in Canberra and use The Conversation greatly throughout my website to encourage higher order thinking in students. Please don't quit!

Frances M.

“

The Conversation plays a vital role for us, especially in this age of misinformation. I trust your site completely.

Peter W.

“

Thank you for believing in “humans” and taking the road less travelled! You're my kind of people! Please continue to do what you do.

Emily C

Philanthropy

Philanthropy powers public interest journalism

Major donors

Larger donations empower The Conversation by significantly strengthening our newsroom. Recent support has enabled us to expand our breaking news coverage, hire specialised editors, and develop new pathways to our coverage for diverse audiences.

Our Major Donors share a special relationship with our organisation and the work we do to provide better information to support better decisions. They are kept closely informed about the impact of their support and are invited to special events and opportunities that bring them closer to our work and our community of experts.

Want to know more?

For further information or a chat, please contact Helen Johnstone, Philanthropy and Bequest Manager on 0422 851 282 or email helen.johnstone@theconversation.edu.au

The Conversation would like to thank those individuals who have shown their commitment to our work with a major donation.

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The Sue Beeton Fund, Therese Cochrane & Fred Woollard, Sean Hughes, Joyce Kirk, Peter Laver, Caroline Le Couteur & Guy de Vanny, Dana Lusic, The Orgill Family Foundation, The Koshland Innovation Fund, The Skrzynski Foundation, Tony Wheeler, Harrison Young, Anon (3).

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Lindsay Adams, The Bowness Family Foundation, Clack-McLure Fund, Alan Cameron AO, The Highgate Foundation, Phyllis Hodge, The Keir Foundation, Robert Mann, S M & M R Richards, The Sharman Foundation, The Shepherd Family Foundation, Danielle Smith & Sean Carmody, Anon (5).

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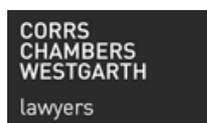
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Supporting The Conversation by including them in my Will is the best thing I can do for the next generation.

Helmut Schwabe
Legacy Supporter

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The Conversation offers sincere thanks to those readers who made monthly or single tax-deductible donations to help support our work.



Thank you to all your team who make it possible to engage with thoughtful and incisive analysis of the issues that matter.

Lynne Badger, FoTC

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