CROKEY HEALTH MEDIA

Profiling innovation and developments in healthy journalism

Report to Stakeholders – summary

2018 – 2019

We pay our respects to the Traditional Custodians of the country where we live, work and travel upon, and to Elders, past, present and future.
Foreword

by Dr Janine Mohamed,
Chair of Croakey Health Media

Welcome to a landmark report from Croakey Health Media.

It documents a transformative period in the history of our organisation, including our establishment as a non-profit journalism organisation, after operating for more than a decade as an informal network.

I am proud to chair the board of Croakey Health Media and to bring my long experience in governance of non-profit organisations to this role. I am also proud to be leading the development of a public interest journalism organisation that centres health equity in its work.

In 2019, we released our strategic plan and I encourage you to read it:

The diagram below illustrates our five strategic priorities that guide us in our work towards our vision:

A vigorous and sustainable public interest journalism sector contributes to the health and wellbeing of people, families, communities, policies, societies and the environment.
This report traces our journey during 2018 and 2019 as we continuously develop our unique model of social journalism.

We would not be able to do this work without the support of all who contribute to the Croakey mission, including our contributors, readers, funders and colleagues.

I thank you all, and we look forward to hearing your comments and reflections upon this report as we continue to find innovative new ways to progress discussions, debate and accountability around health equity.

Excerpt from Croakey Health Media Strategic Plan 2019 – 2022

**Public interest journalism**

Gives people the information they need to take part in the democratic process. It informs and contributes to policy and practice. It holds power to account, and amplifies the voices of those who are not well served by the current distribution of power.

**Social journalism**

Social journalism is a collaborative form of public interest journalism that seeks to provide services to help meet community needs. It can encompass services beyond traditional journalistic content production, including community organising and education.

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Extract from Croakey Health Media Strategic Plan 2019 – 2022

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Introduction

by Dr Melissa Sweet,
Managing editor

I write this introduction, on 24 April 2020, at a time of incredible disruption and uncertainty in global health and journalism.

The COVID-19 pandemic is causing unfathomable suffering and loss, as well as generating conversations about how we can collectively contribute to a safe, equitable and healthy future for all.

The pandemic has given public health – and public health journalism – a prominence and profile that we have not always enjoyed in mainstream debates about health or policy.

At the same time, the pandemic has devasted media outlets around the world, including in Australia, where dozens of newsrooms and media organisations have shut down, leaving many communities under-served by news reporting at such a critical time.

At Croakey, we have been advocating for many years about the importance of public interest journalism as a determinant of health for communities, individuals, societies and the planet. The pandemic has brought these concerns into sharp relief.

This report showcases some highlights of our innovative model of social journalism, from our governance structures and processes, to our community engagement, and how we “do” journalism, using multiple platforms and methods – such as our walking journalism initiative, #CroakeyGO, development of Twitter Festivals, and the Croakey Conference News Service.

This report also demonstrates how our work is founded in a shared commitment to health equity, to innovation and experimentation, to collegiality and collaboration, and to independent, accountability journalism.

Now, as we seek to adapt to these changed circumstances, we will look to our supporters, contributors and community as we develop new ways of doing journalism at this time.
As well as continuing our focus on environmental sustainability and caring for Country as the foundation for health reporting, we are building environmental sustainability into how we do journalism and work with our stakeholders and community.

We hope you enjoy this journey through Croakey’s work in 2018 and 2019, and thank all who participated and contributed.
Acknowledgements of sponsors, donors and supporters for 2018 and 2019

Sponsors

Our social journalism for health is provided thanks to the generosity of the following supporters.

**Premium Sponsor**

cohealth

"The support of cohealth has made a critical difference to our capacity to report on health equity concerns and to develop a sustainable foundation for Croakey” Dr Melissa Sweet

**Probono**

Thomson Geer Lawyers

We are grateful to Thomson Geer Lawyers for their generous support for our development.

In 2018, they supported us through the establishment of Croakey Health Media as a Not-For-Profit entity.

**Funding Consortium members**

We warmly thank the organisations and individuals who have supported us during 2018 and 2019.

Australasian College of Health Service Management
Australian Health Promotion Association
Australian Healthcare and Hospitals Association
Foundation for Alcohol Research and Education

George Institute for Global Health, UNSW
National Rural Health Alliance
Palliative Care Australia
Public Health Advocacy Institute of WA
Public Health Association of Australia
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HEALTH EQUITY MATTERS Report to Stakeholders – 2018/2019

VicHealth
Centre for Health Policy, University of Melbourne
Centre for Primary Health Care and Equity, UNSW
McCusker Centre for Action on Alcohol and Youth
School of Public Health, University of Sydney

School of Public Health, University of New South Wales
College of Medicine & Public Health, Flinders University
School of Population & Global Health, University of Western Australia
School of Health Sciences, University of South Australia

Donors
Associate Professor Julie Leask
Associate Professor Lesley Russell

We also thank those organisations that have enlisted the Croakey Conference News Service and Croakey Professional Services.
Vital statistics

288,494
Total visitors
(188,853 to our croakey.org and 99,641 to our Apple News channel)

↑ 29% (from 205,896 in 2018)

457,885
Total views
(302,026 on our website and 155,899 on our Apple News channel)

↑ 27% (from 330,402 in 2018)

14 conferences covered

13 million
Twitter impressions and
16,000 tweets

602 articles published including –

175 articles on Indigenous health and
132 articles on climate change and health

283 videos uploaded

3 Croakey Popup workshops
Vital statistics

205,896
Total visitors
(147,658 to our croakey.org and 58,238 to our Apple News channel)

↑ 37% (from 129,198 in 2017)

330,402
Total views
(200,849 on our website and 129,553 on our Apple News channel)

↑ 15% (from 279,654 in 2017)

17 conferences covered

10,289 new Tweeter followers

525 articles published including –

162 articles on Indigenous health and

355 articles on public health

194 videos uploaded

5 Croakey Popup workshops