CROAKEY HEALTH MEDIA
Informed, engaged communities for health

Strategic Plan

2024–2027
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Introduction

Croakey Health Media is a not-for-profit public interest journalism organisation. Our membership comes from people involved in the Croakey Health Media social journalism team. We provide a range of social journalism services and related activities that are important for the health and well-being of people, families, communities, societies and the environment. A board elected by the members provides governance oversight.

Before incorporating, we had developed as a network of committed individuals and contributors, with a history of providing innovation and service in health journalism since 2007.

This strategic plan provides a broad framework to guide our development and operations under our mission statement.

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 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.
Croakey Health Media’s vision, purpose and core values

Our Vision
A vigorous, diverse and sustainable public interest journalism sector contributes to the health and wellbeing of Country, people, families, communities, societies and the environment.

Our Purpose
We provide a range of social journalism and professional services to help communities, civil society, policy makers and practitioners to improve health and wellbeing, with a determined focus on improving health equity. We take a local, regional, national and global focus.

Our Core Values
- Respect for Country
- Respect for First Nations Peoples *
- Independence
- Commitment
- An ethic of service
- Integrity
- Courage
- Trust
- Transparency
- Relationships

* First Nations Peoples refers to Indigenous Peoples globally, including Aboriginal and Torres Strait Islander Peoples.
Strategic priorities

Our strategic priorities are interlinked, as per the diagram below, and collectively contribute towards our vision’s achievement.

1. Create a sustainable environment for public interest journalism
2. Privilege Aboriginal and Torres Strait Islander peoples’ expertise and voices
3. Inform, engage and empower communities
4. Scrutinise and disrupt power constructively
5. Provide leadership through innovation

Deliver demonstrable constructive impact

Healthier people, places and policies

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.
Strategic Plan

Create a sustainable environment for public interest journalism

Croakey Health Media is part of a news and information ecosystem. To thrive, we need to also support and contribute to the development of a more sustainable environment for public interest journalism generally. This is also in line with our mission, given the importance of public interest journalism as a determinant of health.

Privilege Aboriginal and Torres Strait Islander peoples’ expertise and voices

Aboriginal and Torres Strait Islander people have a long history of innovation in health and media, as well as other fields. The expertise and knowledge of Aboriginal and Torres Strait Islander people is central to our vision of contributing to greater health equity.

Inform, engage and empower communities

Our social journalism and professional services collectively aim to inform, engage and empower communities, as a means for achieving our vision.
4 Scrutinise and disrupt power constructively

Poor health and health inequities, whether for individuals, communities, societies or the environment, inevitably are a reflection of power dynamics. Scrutinising and disrupting unhealthy and inequitable power dynamics will help to achieve our mission.

5 Demonstrate leadership through innovation

Despite our historically limited financial resources, Croakey Health Media is at the forefront of the development of not-for-profit journalism in Australia because of our history of providing leadership through innovation. This is also key to our future growth, impact and sustainability.
Appendix

An extract from the Croakey Health Media constitution:

**Objects**

The principal object of the company is to advance health by (without limitation):

- raising public awareness of the prevention and/or the control of diseases in human beings;
- synthesising and communicating knowledge about evidence-based practice and policy and providing communities with reliable knowledge and information to assist disease prevention and control;
- supporting those with lived experience to share knowledge about disease prevention and control;
- engaging with Aboriginal and Torres Strait Islander organisations and peoples’ knowledge in disease prevention and control;
- investigating the importance of cultural safety in disease prevention and control;
- supporting education and research in fields and disciplines that contribute to disease prevention and control;
- investigating the importance of Health In All Policies in contributing to equity in disease prevention and control; and
- engaging in public interest journalism and public health advocacy to raise public awareness that will contribute to the prevention and control of diseases.
The company’s principal activities in furtherance of its objects will be to promote the prevention or the control of diseases in human beings including, but not limited to chronic diseases, cancers, cardiovascular disease, mental illnesses, infectious diseases, and diseases related to climate change.