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FROM THE CHAIR AND CEO

Welcome to the second annual report for MCERA.

If nothing else has reminded us of the continual state of flux of the media in Australia, we'd like to highlight an event we held in Sydney at the beginning of the last financial year. Our guest speaker? Greg Hywood, who at that point was the CEO of Fairfax Media, a media organisation that began in Sydney in 1841.

Greg spoke about the way the media had evolved in his lifetime, from his beginnings as a cadet in the 1970s to his role as the CEO of the oldest media company in Australia. He also spoke about how the role between journalists and academics having come closer together through his career in an era of “fake news”, where both groups are striving to have decisions and discussions based on fact, not feeling.

In the days following Greg's discussion with the MCERA Board, the merger between Fairfax Media and Nine Entertainment Co was announced. Fairfax has not gone, but the name that had endured for the past 178 years was no more.

It is this continuing change in the media landscape in which MCERA itself will continue to evolve.

This year has been a year of achievements and milestones for MCERA. We have celebrated two years of operation.

We received the 2019 Australian Council of Education Leaders (ACEL) SA Branch's Media Award.

And MCERA was shortlisted in the Telstra Business of the Year Awards in the Social Change Maker category. It is very gratifying to see our work being valued in this way by external stakeholders.

But we have also lost Business Manager Jodie Harvey, who accepted a role with the Australian government at the end of 2018. Jodie had been with MCERA from the time the organisation was just a thought on paper, and was instrumental in the establishment of the Centre. Her skills, knowledge, and dedication to MCERA are missed.

We would like to thank the support of previous patrons, who have moved on; namely, Professor John Loughran, previously Dean, Faculty of Education, Monash University; and Professor Tanya Monro previously Deputy Vice Chancellor Research and Innovation and an ARC Georgina Sweet Laureate Fellow at the University of South Australia – now Chief Defence Scientist.

We would like to acknowledge the support of our sponsors for allowing MCERA to continue our valuable work in providing expert engagement through the mainstream media.

If your organisation is not currently a sponsor of MCERA, but you're keen to find out more details, please get in touch. With further support, we can continue to develop and expand our services to education researchers and the media.



Associate Professor Anna Sullivan
MCERA Chair



Dr Shannon Schedlich
MCERA CEO

"MCERA has greatly helped us to promote our research beyond the world of academia. We have attracted substantial national media attention following their development and circulation of targeted media releases. MCERA provides a valuable role in enabling research findings to be communicated to the broader public, and to influence policy and practice."
–Associate Professor Andrew Harvey, La Trobe University

MCERA'S IMPACT

13.6 m

cumulative reach in 2018-19

All journalists who responded to the MCERA Stakeholder Survey reported that MCERA exceeded their expectations, or they were extremely satisfied in their dealings with MCERA.

\$3.1 m

Advertising Space Rate
equivalency

MCERA'S IMPACT

80%

of researchers who worked with MCERA found MCERA's assistance to be "exceptionally helpful" in communicating findings to the media*

*the other 20% responded that they found our assistance "very helpful".

"The individualised report MCERA provided was incredibly insightful, and it was helpful to see the impact of the media release. Working with them helped me to share accurate information about mental health with the public."

*—Dr Christine Grove,
Monash University*

1,030

media items generated

"MCERA provides proactive and relevant connections to education media sources throughout Australia and beyond. With the plethora of issues surrounding the education sector, MCERA has become an indispensable link connecting the media to experts beyond the fake news rhetoric of the blogosphere and the politic spin that often clouds the research or the options that exist to improve society through educational opportunity."

–Professor John Fischetti, Newcastle University

OUR NEW STRATEGIC PLAN

MCERA has developed a new strategic plan, spanning 2019-2022.

We are operating at a time where the media landscape is ever-evolving. Our new strategic plan recognises this and focuses on our reputation of providing high quality services to all stakeholder, and focuses on five pillars:

LEADING AND GOVERNING FOR SUCCESS

MCERA will operate within best practice governance frameworks, allowing for the successful management of the organisation

DELIVERING FINANCIAL SUSTAINABILITY

MCERA will operate within an environment that is financially secure, allowing the for the expansion of services into the future

BUILDING RECOGNITION OF MCERA

MCERA will have strong brand recognition across stakeholder groups, and be recognised as an invaluable resource to researchers and the media alike

DRIVING A STAKEHOLDER-LED FOCUS

MCERA will prioritise the development of positive relationships within the various stakeholder groups that make up our network

PROVIDING HIGH QUALITY SERVICES

MCERA will be an adaptive and responsive organisation, providing high quality services to all stakeholders

MCERA'S SERVICES

In the past year, MCERA has been honing its suite of services available to researchers and journalists.



Regular MCERA in the Media reports

MCERA produces a quarterly e-newsletter, “MCERA in the Media”, highlighting the engagement of the researchers that we work with across Australia and where those researchers have featured in the media.



Preparation and distribution of media releases

MCERA staff work with researchers to develop media releases and distribute them to our network of more than 900 journalists from across Australia.



Open access for journal articles

Due to our agreements with various publishers, MCERA is often able to negotiate a period of (or indefinite) open access to articles used in the preparation of media releases, increasing accessibility to original research.



Webinar briefings

MCERA brings together experts with varying perspectives on topical areas of education to provide briefings to journalists, enabling deeper understanding and insights of what is happening and, in turn, bringing this appreciation to their readership.

Research published in Informed Sources

Informed Sources is a subscription-based service which provides school leaders, educators, parents, researchers and policy-makers short, accessible articles on the latest education research..



Tailored institutional media reports

Using information provided from Insentia Media Monitoring Services, MCERA provides media engagement reports, outlining the reach and output of the engagement of researchers through their work with MCERA.



Tailored reports on individual expert's media engagement

This service involves providing individual researchers from Platinum sponsors who engage with the media through MCERA with an individualised report



Wrap-around media engagement support

MCERA staff work with researchers to develop a media engagement plan on the acceptance of a book, chapter or journal article..



Assistance in drafting and pitching broader media publications

MCERA staff are available to assist researchers in drafting and pitching content such as op eds and articles for The Conversation.

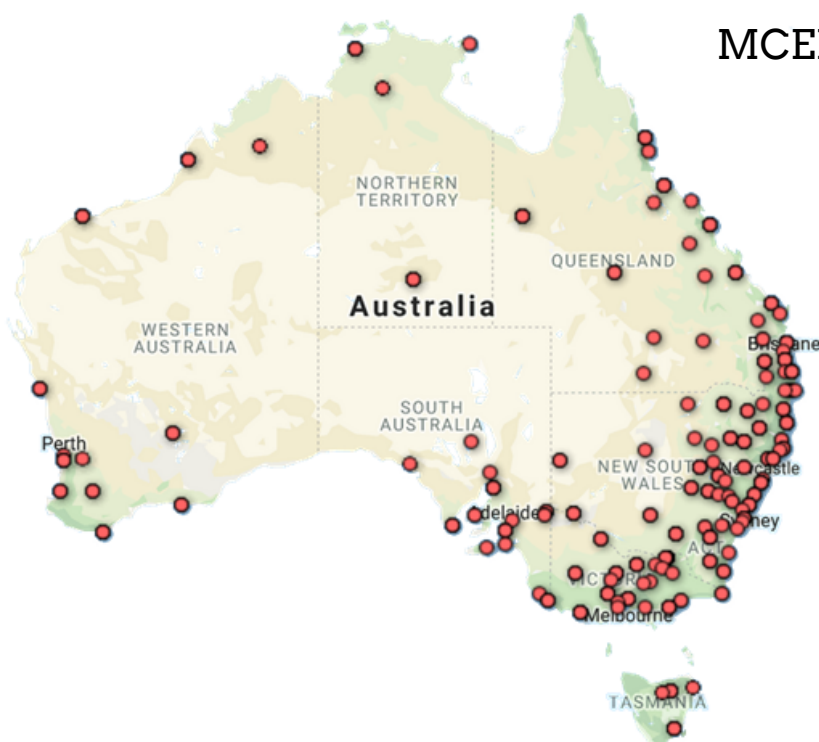


Tailored training packages

MCERA staff can provide training on the importance of media engagement, effective ways to engage with the media, developing a media plan and other areas as negotiated.

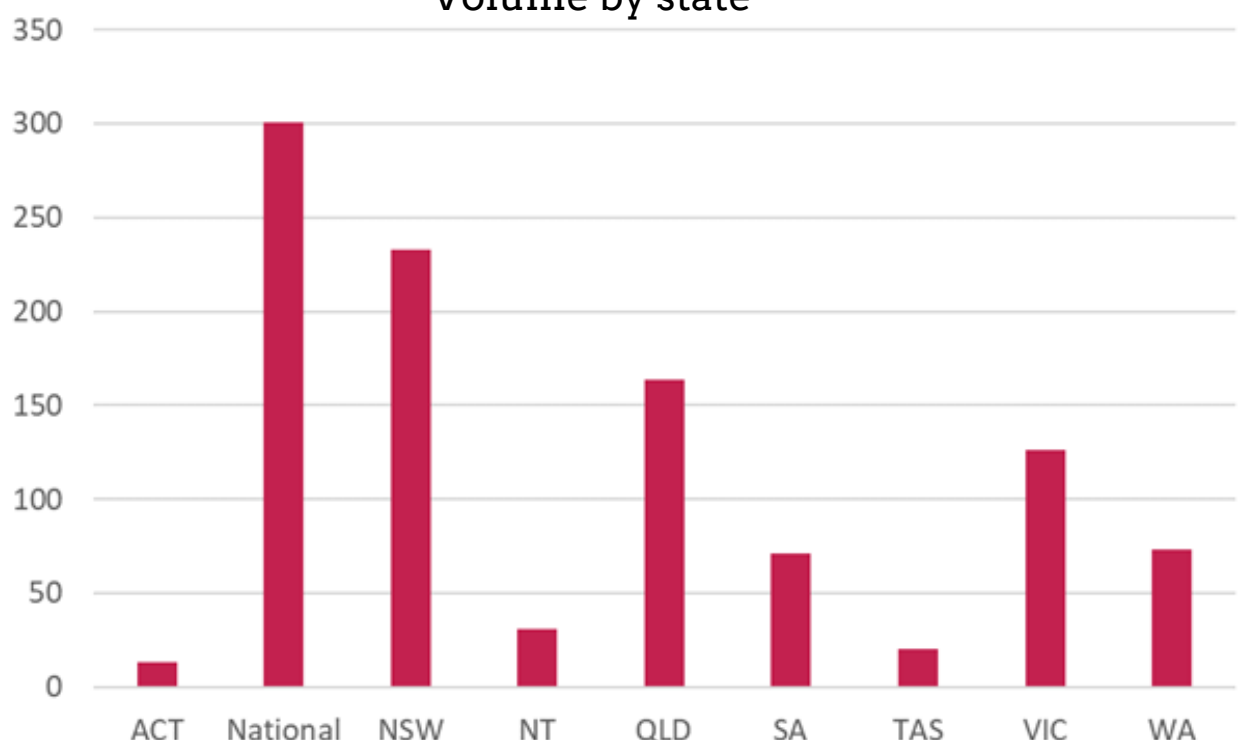


MCERA'S COVERAGE



MCERA's coverage has featured across the country

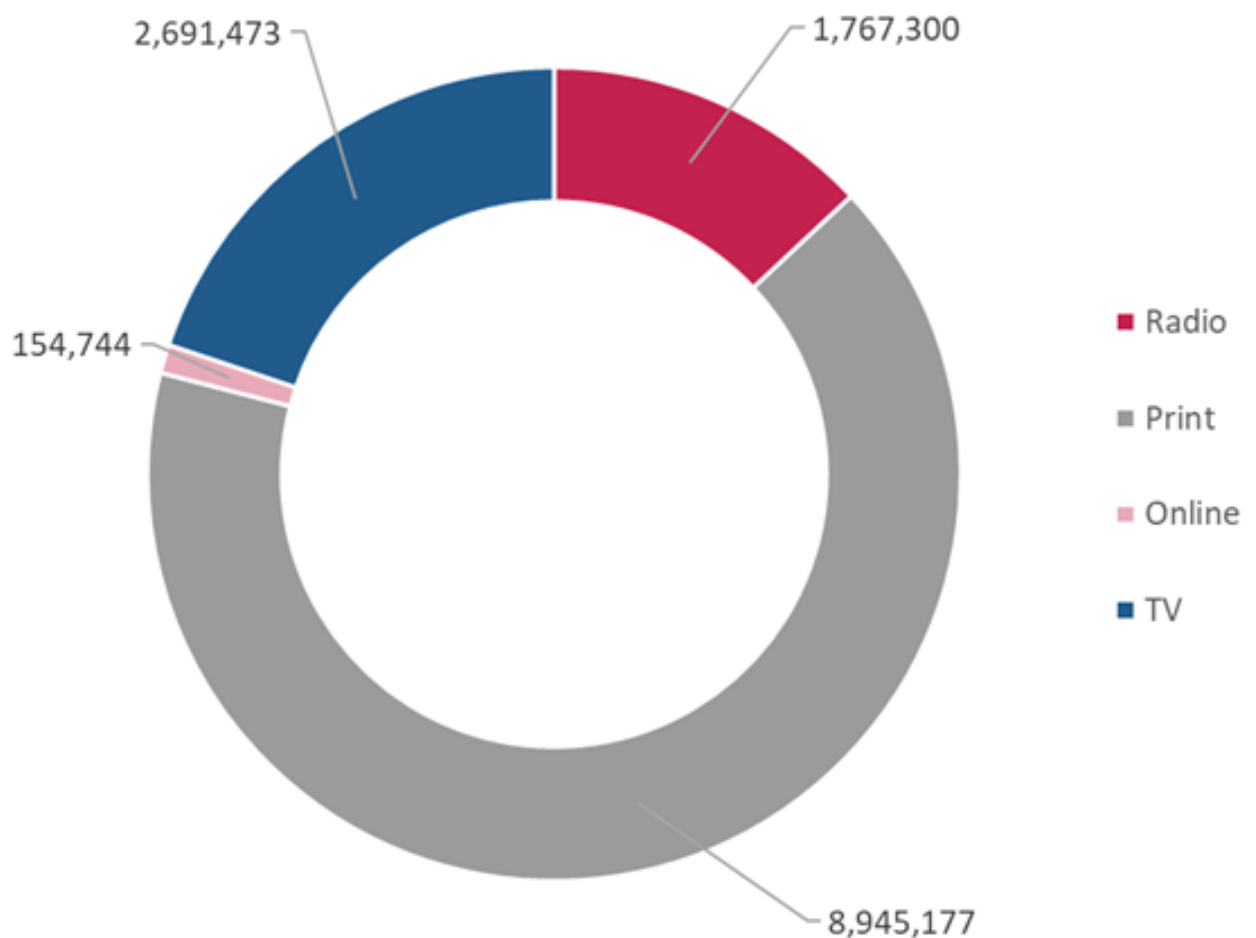
Volume by state



(Note: National coverage is not an aggregate of other coverage, but where coverage has featured in a national outlet)

MCERA'S COVERAGE

Reach by medium



"Working with MCERA was a rewarding experience. Within a short period of time, MCERA helped me access media outlets that put a spotlight on my work. I am convinced that the strategic position of MCERA between educational researchers and the media is instrumental in enhancing the impact our research."

Dr Tebeje Molla, Deakin University

CASE STUDIES

PHONICS AND PRE-LITERACY

In July 2018, MCERA wrote a media release on an upcoming research publication by Dr Karyn Carson, Flinders University, on instructing pre-schoolers in basic phonics and phonemic awareness. MCERA staff ran the release past Dr Carson and the Flinders media team, and contacted the publisher to arrange a publication date and an embargo on the publication.

Often, arranging a fixed date of embargo is helpful for promoting research in the media. This gives journalists a degree of certainty that they can publish a story without another outlet getting to it first, enabling them to plan their time around investing in a particular piece of research.

MCERA pitched the release to a journalist at *The Australian* who had shown an interest in stories on phonics and literacy in the past. On 21 August, *The Australian* published a story on this research. Dr Carson was then interviewed by 6PR radio, ABC Perth and Seven News. The Seven News report was broadcast nationwide and repeatedly, resulting in this research reaching an exceptionally large audience.

Dr Carson's research found children who took part in phoneme-focused phonological awareness classes performed significantly better at converting sounds into letters than those who did not participate in similar programs.

EXPERT ADVICE ON EXAMS

There are a number of topics in education that are highly likely to resurface in the media at given points each year. One such topic is year 12 exam preparation.

With this in mind, in early October 2018, MCERA gathered advice from three experts in education psychology, arts assessment and how students can best prepare for exams and manage their stress. MCERA issued short comments from these experts, along with their contact details, to allow journalists to understand more fully the issue at hand. Additionally, these comments could be used by journalists in their reporting.

The experts making the comments were from UNSW Sydney, Macquarie University, and Western Sydney University.

All of the experts' comments were reported in a story by a journalist writing for the Careers section in several of Australia's News Corp papers, leading to coverage in the *Courier Mail*, the *Adelaide Advertiser*, and Adelaide's *Southern Times Messenger*, *Northern Weekly*, and *City Messenger*. They were also reported in two education industry publications' websites, and one expert's comments appeared in the *Education Review*.

FACILITATING OP EDS

In some cases, MCERA will facilitate op eds from prominent researchers on issues that are topical, or otherwise likely to be of public interest. MCERA will work with established and eminent researchers who have a solid body of research to draw upon for these pieces.

In August 2018, MCERA was informed by staff at the *Sydney Morning Herald* and *The Age* that a dedicated education page each Monday would soon be returning, which would be likely to regularly run op eds by experts. With this in mind, MCERA consulted its Education Research Advisory Panel and drew on its networks to find potential contributors and the topics that might interest them, and passed this list onto the education editors at the Nine (former Fairfax) papers.

An example of an op ed put forward to these papers was one on the value of homework by Scientia Professor Andrew Martin of UNSW Sydney.

MCERA solicited the op ed, pitched it to journalists, and copy-edited the draft written by Professor Martin prior to submission. This op ed was published in the *The Age* and the *Sydney Morning Herald*, and led to follow up coverage on ABC Radio Sydney, 6PR, and 3AW.

SURVEILLANCE IN THE CLASSROOM

In December 2018, researchers from UniSA approached MCERA with a paper on the use of ClassDojo as a disciplinary device in classrooms. This research had a strong analytical focus, applying scholarly discourse and cultural theory to analyse a widespread classroom practice. Often, such research is more challenging than predominantly empirical work to promote in the media; however, given the likelihood of a strong public interest in the subject matter, MCERA decided to write a release on the paper.

MCERA arranged temporary open access to the article with the publisher (Taylor and Francis) and pitched the release to a journalist at *The Age*, leading to an interview and an article quoting the lead author, Jamie Manolev, in the Saturday edition (19 January 2019), which also appeared on the websites of several Nine newspapers. Once this was published, MCERA distributed the release more widely. On the Sunday night, one of his co-authors, Dr Anna Sullivan (also the Chair of MCERA's board) was interviewed about the research on The Project on Channel 10.

Over the next two weeks, the story continued to gather coverage. The authors of the research were invited to write a piece for *The Conversation*, which was syndicated to at least two other websites, and Manolev was interviewed by *Education Review* and on 2SER FM. Further, the research was discussed in an article on the website of *Forbes*, a media company with a global reputation. The article now has an Altmetric of 137.

"The assistance and service provided by MCERA to disseminate and engage the media with my first research publication has been invaluable. They were able to translate complex research into a highly accessible form that was easy for the general public to comprehend. They liaised well with the university media unit, and provided me with useful advice around communicating with a range of media types. Most notably, they organised an exclusive for my research to be covered by a major syndicated newspaper, as well as distributing its release to a national and international network of media organisations. I can say with great confidence that MCERA's support is responsible for much of the media interest I have recently received."

–Jamie Manolev, PhD Candidate, University of South Australia

BOOKISH HOMES - AUSTRALIA AND ABROAD

Research promoted by MCERA sometimes reaches an international audience. Going forward, MCERA aims to expand its direct relationships with outlets abroad. In most cases to date, however, the international coverage it has facilitated has largely taken place via the sharing of MCERA releases through such mediums as newswires and stakeholder websites, and through a cascade effect from Australian coverage.

For example there was widespread international coverage of research by education sociologist Dr Joanna Sikora of Australian National University. In early October 2018, Dr Sikora contacted MCERA to request assistance promoting her research just published on the relationship between home library size in adolescence and literacy, numeracy and ICT skills later in life.

MCERA swiftly issued a release to its media lists, leading to uptake by such outlets as The Advertiser, the Courier Mail, the Hobart Mercury, 6PR radio, and Campus Morning Mail, which cascaded into further coverage by The Guardian, WEB MSN, and the websites of dozens of international outlets such as El Universal (a major Mexican newspaper), The Times of India, and the New York Post. Coverage in Australia continued into November, most notably in the form of an ABC radio interview syndicated across approximately 50 stations.

While we cannot monitor if this international coverage also appeared in print copies of those publications, the print circulation gives an idea of the reach of these publications. For example, the Times of India has a circulation in the vicinity of 2.8 million. Liberty Times of Taiwan has a print circulation of approximately 600,000, and Mexico's El Universal has about 300,000.

BUILDING CAPACITY IN RESEARCHERS

An initial MCERA media engagement may trigger a series of related media engagements immediately afterwards, and where there is a clear connection and close temporal proximity between our action and this coverage, we consider it fair to say we have facilitated it. Sometimes, however, a MCERA engagement may contribute to coverage well after the release is initially distributed, making for greater ambiguity.

An example of this capacity building can be seen in our work with Associate Professor Phillip Dawson of Deakin University. In November 2018, he approached MCERA with a paper in assessment & evaluation in higher education, which looked at the efficacy of training markers to identify contract cheating. MCERA pitched the release to a contact at *The Age*, and sent the release out more widely the day that the resulting article was published. This led to further coverage on major radio stations – 3AW and ABC Radio Melbourne. Several months later, an article based on the release was syndicated across several News Corp newspapers: the *Courier Mail*, the *Adelaide Advertiser*, and the *Hobart Mercury*. We could include all these outcomes in our figures; but Associate Professor Dawson has also had multiple other media engagements on similar topics since the media release. We do not include these later engagements, then, in our figures, as no clear and tangible connection can be established; but it is clear that through engaging with MCERA, Associate Professor Dawson was on the media radar with these topics.

MCERA BOARD

ASSOCIATE PROFESSOR ANNA SULLIVAN

Board Chair, Director

Associate Professor Anna Sullivan is a founding director of MCERA and was appointed the inaugural Chair of the Board in May 2016. Anna is currently an Associate Professor of Education at the University of South Australia and the Director of the Research in Educational and Social Inclusion Group at the University of South Australia.



ADJUNCT ASSOCIATE PROFESSOR JIM DAVIES

Company Secretary, Director

Jim Davies is a lecturer at Flinders University, as well as an independent education consultant and researcher, recently researching principals' professional practices that facilitate indigenous education. He has previously held numerous leadership roles in the South Australian public education system, including principal and District Superintendent.

PROFESSOR MICHELE SIMONS

Director

Professor Michele Simons is the Dean and Head of the School of Education at Western Sydney University. She has extensive experience in supporting learning in the fields of adult education, vocational education and workplace learning, and secondary teacher education programs. Michele sits on the Board of the Australian Council of Deans of Education.



LINCOLN SMITH

Director

Lincoln Smith is a Partner at Norman Waterhouse Lawyers, specialising in Employment, Industrial Relations and Media Law, with over 18 years' experience. Lincoln is also a Director of the Mary MacKillop College and a member of the Law Society's Industrial Relations Committee.

SUSI STEIGLER-PETERS

Director

Susi Steigler-Peters is the CEO of ProLearning and the founder of Learning 21, an education consultancy group. Susi was previously the Global Education Lead in Telstra, where her role reached all Australian schools, TAFEs, universities and key education agencies.





NICK WILKINS

Director

Nick Wilkins is a Partner at Nexia Edwards Marshall specialising in business consulting and taxation. He has more than 25 years' experience in the provision of taxation, accounting and business services to corporate clients, including ASX-listed companies.

EMERITUS PROFESSOR CHRISTINA SLADE

Director

Emeritus Professor Christina Slade was Vice-Chancellor of Bath Spa University from 2012-2017. She trained in mathematical logic and philosophy at ANU and Oxford and worked as a journalist and academic across the world. Christina's research has focussed on issues of the media and education since 1990.



MCERA staff and Board members at the 2019 Telstra Awards

MCERA PATRONS

MCERA patrons provide strategic advice to the Board and high-level support through their expertise in their various fields.

Current Patrons

Professor Tom Calma, AO

Chancellor, University of Canberra and Co-Chair, Australian Literacy and Numeracy Foundation

Professor Clare Pollock

Deputy Vice Chancellor (Students), Flinders University

Sean Smith

Chief Commercial Officer, Isentia

"In this post-modern era, MCERA are the no-frills, cut-through approach to public intellectualism. They are the journalistic voice and scholarly conduit to amplify both the impact and reach of the academy. MCERA are the megaphone to help make public our publications and help facilitate informed responses to educational debate in Australia."

—Professor Tonia Gray, Western Sydney University

EDUCATION RESEARCH ADVISORY PANEL

The Education Research Advisory Panel is comprised of senior, eminent researchers. Members of the panel advise MCERA staff in several ways. Their advice is sought on identifying the most appropriate experts for a topic, or to suggest colleagues who may be appropriate experts. They also provide advice on what topics MCERA may wish to consider for media briefings. The Education Research Advisors have regular, detailed input into various aspects of MCERA's operations and help shape the agenda of MCERA through their detailed knowledge of the sector.

Current members of the Education Research Advisory Panel

Associate Professor Helen Askwell-Williams

Flinders University

Associate Dean of Research and Director, Flinders Educational Futures Research Institute

Expertise: cognitive psychology and educational practice; evaluation of quality in teachers' and learners' knowledge; mental health promotion in educational settings

Professor Tracey Bunda

University of Queensland

Head (College for Indigenous Studies, Education and Research)

Expertise: Aboriginal and Torres Strait Islander education

Professor Lindsey Connor

Flinders University

Dean (People & Resources), College of Education, Psychology and Social Work

Expertise: education systems; education change

Professor Deborah Corrigan

Monash University

Expertise: science; STEM education

Professor Martin Mills

Director of the Centre for Research on Teachers and Teaching at the Institute of Education,
University College London

Immediate Past President of Australian Association for Research in Education

Expertise: social justice; pedagogies; school reform; teachers' work; alternative education;
gender

Associate Professor Sue Nichols

Flinders University

University of South Australia

Leader, Multiliteracies and Global Englishes Research Group in the Centre for Research in
Education at Uni SA

Expertise: literacy; family involvement; practitioner inquiry; inclusive education

Professor Shane Dawson

University of South Australia

Director, Teacher Innovation Unit

Expertise: Learning analytics, educational technology, social network analysis, self-regulated
learning, creative capacity, higher education

Professor Kim Beswick

University of New South Wales (Sydney)

Head of the School of Education

Expertise: mathematics education

Professor Bob Lingard

University of Queensland

Emeritus Professor

Expertise: equity in education; assessment; education policy

Professor Neil Selwyn

Monash University

Expertise: digital media in everyday life; the sociology of technology (non)use in educational
settings

Professor Pat Thompson

University of Nottingham

Convenor of the Centre for Research in Arts, Creativity and Literacy

Expertise: interdisciplinary engagement with questions of creative and socially just learning
and change

Associate Professor Sheila Degotardi

Macquarie University

Deputy Head of Research

Expertise: infant-toddler curriculum, pedagogy and learning

Media Centre for Education Research Australia

**Financial Statements
For the year ended 30 June 2019**

Media Centre for Education Research Australia

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Media Centre for Education Research Australia

Profit & Loss Statement For the year ended 30 June 2019

	2019 \$	2018 \$
Income		
Interest Received	203	462
Sponsorship	125,909	129,344
Subscriptions (Informed Sources)	6,055	8,680
	132,167	138,486
Expenses		
Bank Charges	39	64
Events and fundraising	463	195
General Expenses	140	435
Insurance	259	2,124
Interest	14	18
Legal costs and filing fees	-	126
Marketing and advertising	631	2,158
Minor plant & equipment	143	-
Office expenses	1,439	1,145
Recruitment costs	560	2,000
Salaries and wages (and on costs)	171,326	165,906
Sub Contractors	240	9,085
Travelling Expenses	4,219	1,861
Webinar hosting	-	164
Websites	345	292
	179,817	185,570
Net Loss	(47,650)	(47,084)
Retained earnings at the beginning of the financial year	63,539	110,623
Retained Earnings At The End Of The Financial Year	15,888	63,539

The accompanying notes form part of these financial statements.
These statements should be read in conjunction with the attached compilation report of Nexia Edwards Marshall.

Media Centre for Education Research Australia

Balance Sheet

For the year ended 30 June 2019

	2019 \$	2018 \$
Current Assets		
Cash at Bank	32,737	82,467
Total Current Assets	32,737	82,467
Total Assets	32,737	82,467
Current Liabilities		
PAYG withholding	9,856	10,878
Superannuation payable	3,530	4,348
Provision for GST	3,463	3,702
Total Current Liabilities	16,848	18,928
Total Liabilities	16,848	18,928
Net Assets	15,888	63,539
Equity		
Retained Earnings	15,888	63,539
Total Equity	15,888	63,539

The accompanying notes form part of these financial statements.
These statements should be read in conjunction with the attached compilation report of Nexia Edwards Marshall.