



Generations of healthy men and boys

Annual Report
2020-2021



HEALTHY MALE



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About Healthy Male

Healthy Male is a national organisation that helps men and boys lead healthier lives. We achieve this by providing evidence-based, easy-to-understand information on men's health topics. Our aim is to make information available to everybody, regardless of gender, age, education, sexual orientation, religion or ethnicity.

Healthy Male promotes health and wellbeing in all aspects of life, with an evidence-based approach that encompasses andrology and associated chronic and other health issues.

As an active facilitator of action on men's health, we engage with our audiences through key campaigns and initiatives, including:

- A website with comprehensive resources and tools for both the general public and health professionals
- An eLearning portal for health professionals
- Health promotion campaigns and programs including *The Male* magazine, Men's Health Week, our *Spanner in the Works?* toolkit, the Plus Paternal Case for Change, and more
- Participation in a range of men's health events and health conferences.

As a trusted source of information, Healthy Male collaborates with various groups to focus on health promotion and education. Our aim is to empower men through education and information that will support and encourage them to act on their health. This will help us realise our vision of generations of healthy Australian men.

By strengthening our existing alliances, and building new ones, we extend our reach and enable collective action. As advocates of men's health issues and priorities, we aim to influence policy and practice, and act as the voice of men from all walks of life.

We work closely with health professionals to proactively engage with and meet the needs of men to reduce system-level barriers to best care. Through focused efforts on priority population groups, we work to co-create solutions and facilitate collective action to close the health and wellbeing divide.

Supported by the Australian Government Department of Health, Healthy Male collaborates with Australia's leading scientific and medical researchers to fill the gaps between preventive health, health promotion and education needs as part of the Australian Government's *National Men's Health Strategy 2020-2030*.



Patron: **Emeritus Prof David de Kretser AC**

From the Minister for Health



For 21 years, Healthy Male has played a prominent role in informing and supporting the health and wellbeing of Australian men. Initially focused on men's sexual and reproductive health, the organisation recently expanded its efforts to provide advice and support to other prominent health issues affecting men, including chronic conditions.

While COVID-19 has necessarily been the priority health issue for Australia, and indeed the world, over the past 18 months, it is important that we keep in mind that it is not the only health issue in play. Prostate problems are not suspended during lockdowns; cancer is not postponed in line with COVID-19 restrictions; mental ill health does not wait for the world to resume normal transmission. Healthy Male has continued to be an integral and trusted source for thousands of Australian men grappling with pressing health concerns during one of the most stressful and uncertain periods in our history.

Across 2020–2021, an impressive 771,000 people accessed health content on the Healthy Male website. In addition, a further 54,100 people engaged with Healthy Male's social media platforms, and 790,000 people watched health-related videos from the organisation on YouTube. These are impressive figures that highlight the work that Healthy Male has put into diversifying and strengthening its virtual presence in response to the pandemic.

I note the particularly apt theme used by Healthy Male for Men's Health Week 2021, where men were asked to consider 'Who's on your team?'. Social isolation, and its adverse mental health effects, are particularly concerning for our male population and it is an issue that has only been exacerbated by the onset of the pandemic. It is important that men know that there are multiple support options available, including within Australia's world-class health system, to help them maintain good health and mental health, even when friends and family may be scarce.

One of the more prominent issues outlined in the *National Men's Health Strategy 2020–2030* concerns men's access to health services and what barriers may be impeding men from seeking medical practitioner help where needed.

Healthy Male has not allowed COVID-19 to get in the way of further exploration of this key Strategy theme, conducting a survey of 1,281 Australian males aged 18 years and over to gauge their health-seeking attitudes and behaviour. The findings from this survey will provide another valuable contribution to the male health knowledge base and will assist Strategy implementation efforts to reshape health services so that they are better equipped to meet the needs of men.

Healthy Male plays a prominent role in assisting with the education and development of medical professionals through co-designing education and training courses in the male health space. The organisation was again very active in this area in 2020–2021, having supported the development of new courses to be utilised by GPs, IVF specialists, nurses, primary healthcare providers and diabetes educators.

I commend Healthy Male's Board, staff and their many advisors on another fine year of work. The Australian Government looks forward to continuing to partner with you in pursuit of our shared goal of realising improved health outcomes for Australian men.

A handwritten signature in black ink, appearing to read 'Greg Hunt', written in a cursive style.

The Hon Greg Hunt MP
Minister for Health and Aged Care

From the Chair



This is my second annual report on behalf of the Healthy Male Board of Directors, and it couldn't be written in more different circumstances. However, despite the upheaval of a full year of COVID-19, Healthy Male has managed to achieve considerably.

In our previous annual report, I indicated that we were going through a period of change at a Board level. The change process has enabled Healthy Male to broaden the skill base on our Board, and in this past year, we brought on four new Directors: Mark Bernhard, Professor Suzanne Chambers AO, David Magill and Professor Rob Newton. They are all experienced directors bringing a range of valuable corporate, advocacy, exercise medicine and psychosocial skills to the Board.

Our vision of 'Generations of healthy Australian men' is the result of our new five-year strategic plan that was approved by the Board in November 2020 following extensive consultation and input from our stakeholders: the Scientific and Clinical Committee, General Practitioner Advisory Group, Nursing & Allied Health Advisory Group, Aboriginal and Torres Strait Islander Male Health Reference Group, an extensive range of Healthy Male expert advisors, the general public and the Australian Government Department of Health.

Of great importance is the knowledge that there is much in our new plan that aligns with the Australian Government's *National Men's Health Strategy 2020-2030*. Consequently, we are strongly advocating that Healthy Male is given the opportunity to take a lead role in implementing the many important components of that strategy. Our plan includes broadening the range of health topics we cover and becoming more holistic in our view of health for Australian men, while retaining our expertise in men's sexual and reproductive health. I am confident that this plan will benefit the health of men across Australia. Our sincere gratitude goes out to the many stakeholders who invested their time to help us create a future vision not just for Healthy Male, but for the health of Australian men.

I would like to thank our Board for their continued support, input and availability, as well as the many people and organisations that assist us, knowing that they have all been under considerable stress. I particularly want to thank Mark Bernhard for his efforts leading the newly established Audit and Risk Committee. Thanks also to Professor Ben Smith and Professor Rob McLachlan AM for leading the Management Committee and the Scientific and Clinical Committee respectively.

A special thank you to our CEO Simon von Saldern for leading from the front in challenging times, and to all the staff at Healthy Male for their continued efforts, which have allowed Healthy Male to achieve so much in this unprecedented year.

A/Prof Doug Lording AM
Chair

From the CEO



The first thing I want to do after reviewing the 2020-2021 year is thank everyone who works in the health industry. This has been a year like no other. The health sector, and the many people who work in it, have been relied on, more than usual, for answers, direction, and to work an incredible number of hours, often while battling the impact of COVID-19 and lockdowns.

Australia has seen firsthand how health affects the economy, housing, industry and even the built environment. We can only hope that the lessons learnt are remembered for the benefit of future generations when developing strategies and policy direction.

Closer to home, the team of people I work with daily are to be commended for their focus and output benefiting men while homeschooling, caring both mentally and physically for themselves and their loved ones, and working in a very disrupted work environment. It has not been easy, but they continue to show kindness, respect and support for one another and for the roles they play in men's health.

During all of this, we still managed to launch a major project 'Plus Paternal: A Case for Change', bringing together 28 organisations from across Australia to form the Plus Paternal Network. This group is focused on driving the seven goals of the Case for Change through health system changes, fertility support, perinatal support, health promotion and workplace policy. The evidence around the benefits of including men in the parenting process from preconception through their child's life is overwhelming. Even more so, the desire of fathers, and men wanting to become fathers, to be included in the process has been staggering. This is an ongoing project and aims to assist the health system in meeting this demand.

We reviewed and revised our website content, citing new evidence, and adjusted the language to ensure it is easier to understand and access. This project included the review and rewrite of 13 clinical summary guides citing new evidence, and the release of a new clinical summary guide 'Transgender Healthcare'. These resources would not have been possible without the valuable input of our many trusted expert advisors, to whom we are indebted.

Our continuing professional education courses for health professionals continue to grow, with 10 new courses in development and six new courses available on our eLearning portal. In addition, 12 new clinical videos were recorded and made available through our website and YouTube channel.

We had a hugely successful Men's Health Week 2021 campaign in which we asked men to consider 'Who's on your team?'. We completed a major national survey of more than 1,200 men titled 'What's in the way?', in which we asked men from across Australia where and how they get their health information. The results of the survey will inform much of our work and address our future direction.

These are just some of the highlights of the year and part of the reason I am so immensely proud of the people I get to work with on our committees, as advisors, and of course our Board and staff. It would also be remiss of me not to thank the team at the Australian Government Department of Health, who continue to offer great support in our quest for generations of healthy Australian men and boys.

A handwritten signature in black ink, appearing to read 'S. von Saldern'.

Simon von Saldern
CEO

Healthy Male Strategic Plan 2021-2026

Progress so far and looking to the future

VISION

Generations of healthy Australian men.

MISSION


Healthy Male is a trusted source of information and facilitator of action on men's health. We collaborate with the various communities, health professionals, researchers, peak bodies, partner agencies and government to achieve our vision.

Healthy Male collaborates with various communities, health professionals, researchers, peak bodies, partner agencies and government to achieve our vision. We do this by building a strong, viable, resilient organisation that demonstrates value for Australian men.

By strengthening existing alliances, and building new ones, we extend our reach and enable collective action to ensure generations of healthy men. As advocates for men's health issues and priorities, we aim to influence policy and practice, and act as the voice of men from all walks of life. We empower men through education and information that will support and encourage them to act on their health.

We work closely with health professionals to proactively engage with and meet the needs of men to reduce system-level barriers to best care. Through focused efforts on priority population groups, we work to co-create solutions and facilitate collective action to close the health and wellbeing divide.

Healthy Male supports the Australian Government's *National Men's Health Strategy 2020-2030*. We will make an important contribution to achieving its goals across the priority health issues of mental health, chronic conditions, sexual and reproductive health and conditions where men are over-represented, injuries and risk-taking behaviour, and healthy ageing.



Everything we do is designed to **inform, engage and create** better lives for men.

Our vision cannot be realised without the principles that underpin our work, which are:

- Respect for our First Nations people, honouring their rich culture, customs and beliefs and connection to our lands and waters
- Challenging traditional gendered and social norms that may negatively influence male health and wellbeing
- Adopting a social model of health and recognising the interplay of social, economic, cultural, environmental and political influences on health and wellbeing
- Proactively embedding consumer engagement into all our work, ensuring it is grounded in the needs and experiences of those we serve, and partnering with them to define and implement solutions
- A strengths-based, focused approach on harnessing personal and collective strengths and empowering men to make good choices
- Knowledge is power and we work to raise awareness and improve the health literacy of men across their life course and empower them to act
- Prevention is better than cure and we actively seek to reduce risk, prevent ill health and optimise wellbeing.

Plus Paternal: Case for Change

What is the Case for Change?

Healthy Male released the ‘Plus Paternal: A focus on fathers’ Case for Change on Father’s Day 2020. This advocacy document called for a fundamental shift in the way society and the health system views fathers, and for change across all levels of the system and beyond.

The Case for Change outlines:

- How social and gendered norms affect fathers
- Why our health system needs to change, and
- How, by taking a top-down and bottom-up approach, the system can recognise, value and support the health and wellbeing of men and women from preconception to parenthood.

It also asks policy makers, organisations and individuals to support seven goals for achieving change:

The goals:

1. Society recognises and values both parents equally
2. Health policy addresses the health and wellbeing of both parents
3. The health system supports the proactive engagement of both parents
4. Health professionals are willing and able to support men and women
5. Both parents are prepared for the transition to parenthood
6. Parents who experience loss, distress or are struggling with parenthood receive the care they need
7. Practice is evidence-informed and shaped by the lived experiences of both men and women.

Who can engage and support men from preconception to parenthood?

Many organisations and individuals can improve the experiences of men from preconception to parenthood, including:

General practitioners	Nurses	Psychologists
Counsellors	Health educators	Aboriginal health workers
Gynaecologists	Obstetricians	Midwives
Fertility specialists	Genetic counsellors	Community workers
Peer support workers	Parenting educators	Dads’ groups
Other fathers	Teachers	Employers
Work colleagues	Partners	Family members
Friends	Neighbours	Peers

Getting the message out

In 2020, Healthy Male hosted a webinar series, facilitated by our CEO Simon von Saldern, which discussed various dimensions of the change needed to improve the engagement and support of men from preconception through to early parenthood. The panellists included a mix of men who brought personal experience to the discussion; health professionals (medical, nursing and psychosocial care providers); researchers; non-government organisation leaders; and peer educators.

Into the future

Following the release of the Case for Change, an advocacy and action network, the Plus Paternal Network, has been established with the objective of taking action to address the Case for Change goals. The organisations and individuals in the Plus Paternal Network have formally endorsed the seven goals. As a public statement, they acknowledged that change is required and that these goals will lead to better outcomes for men and their families.

To date, the Plus Paternal Network has presented the Case for Change at the Australian Fatherhood Research Consortium Symposium and Public Health Association Australia conferences in May 2021, with two further projects in progress.

Healthy Male acknowledges the Plus Paternal Network supporters.



Men's Health Week 2021

14-20 June 2021

Who's on your team?

Good health is about being the best you can be in your situation — no matter if you're living with a condition or in circumstances that can impact your health and wellbeing. This can be achieved by making sure you have access to the people and services you need to prevent ill health and/or manage your existing health conditions.

This includes looking after your physical, emotional and social health by staying connected and seeking support early if something is wrong.

The primary purpose of our 2021 campaign was to:

- Encourage men to be the healthiest person they can be
- Empower men through education and information-sharing
- Engage men from priority populations
- Create positive brand awareness and promote the value of Healthy Male.

To be the healthiest you can be, you need to have the right team. Our call to action was primarily focused on encouraging men to find out who's on their team.

Who's On Your Team?



Key highlights of our social media campaign

OVERALL CAMPAIGN PERFORMANCE

Impressions

>1.9m

Reach

>749k

Clicks

>13.3k

Impressions – The number of times our content has been displayed on a screen

Reach – The number of unique users seeing our content

Clicks – The number of clicks on/through our content

SOCIAL MEDIA CAMPAIGN PERFORMANCE

Facebook and Instagram

Impressions	Reach	Clicks	FB CTR	Insta CTR
> 1.4m	> 480k	12.9k	1.18%	0.87%

- Both platform’s clickthrough rates (CTRs) were well above average for the individual platforms
- Running to these objectives, Facebook advertisers usually see a CTR around 0.9% and Instagram hovers around the 0.5% mark.

YouTube

Impressions	Reach	CTR	VCR
> 429k	> 269k	0.09%	46%

- The benchmark CTR for advertisers is 0.05% across YouTube
- Usual video completion rates (VCR) for 30-second videos are around 20-25% on YouTube.

Twitter

Impressions	Engagements
> 11.5k	> 180



HEALTHY MALE MEN'S HEALTH WEEK WEBSITE LANDING PAGE

Pageviews
>6.1k

New visitors
5.2k

Time on page
05:19



Real stories

Dealing with health challenges can feel isolating but hearing from others who have been through it before can help. That's why we share real, first-person stories from Australian men who are currently living with a health condition or have done so in the past.



I don't like to see myself as a role model for anything, but I do think that my story certainly could connect with some men. I'm pretty relatable to guys who are in their twenties or thirties. I understand that I have somewhat found that power to change the way that men think about their health.

Michael Shafar

The doctor just looked at me and he told me to go straight to the hospital. After some tests, I was diagnosed with heart failure. The doctor said we were lucky we came in that night because if I'd left it another day, I would have been in here on a stretcher. That's how bad it was.

David



We appreciate the strength it takes to speak candidly about what can often be a harrowing experience and we're grateful to the men who shared their stories with us and our community.



Had I just wandered across to the doctor earlier, who knows where I would be. There's a very high chance it would have been caught before it spread. I wouldn't have had that initial surgery, those months and years of recovery and treatments, added stresses and pressure, and potential damage to my body. God knows what could've been avoided had I just gone to the doctor a couple of months before I did.

Hugo Toovey

If I had any advice for sons of men with prostate cancer, it would be to keep affirming their father's masculinity and sense of manliness, irrespective of the challenges they go through or the implications on their body. Even though you can't help what's going on in their body, you can support their self-perception and their understanding of who they are as men.

Jesse Stephens

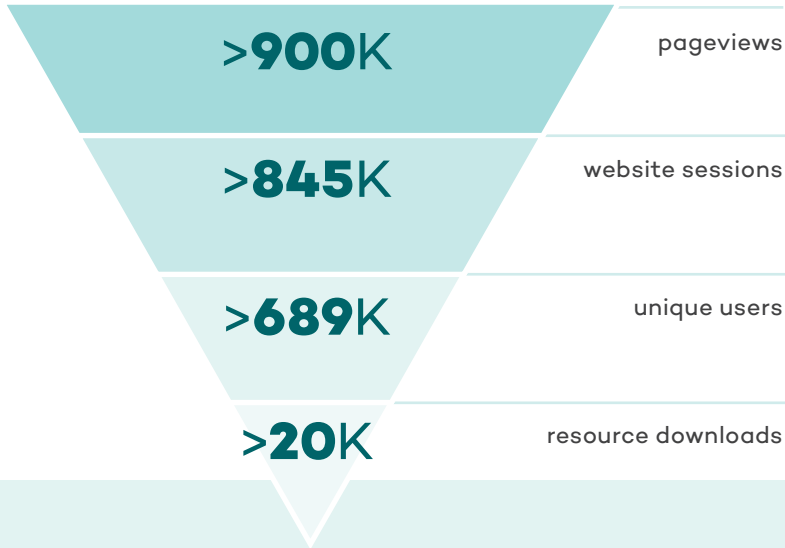


A year after treatment, I realised I wasn't travelling well mentally. I took myself off to a counsellor to work out what was going on. Amongst other things, I was questioning whether I'd had the right treatment. The counsellor explored my concerns. She gave me a statement that read, "I made the right decision with the information I had available for me at the time". It still sits on my office wall. Reflecting on that statement really helped me reconcile things.

Alan White

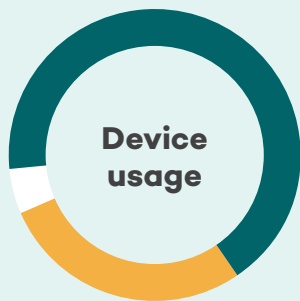
Engagement and resource analytics

WEBSITE



>80%

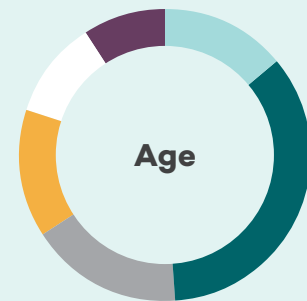
of website users arrived at healthymale.org.au through searching health and health-related keywords on Google



- 72% mobile
- 25% tablet
- 3% desktop

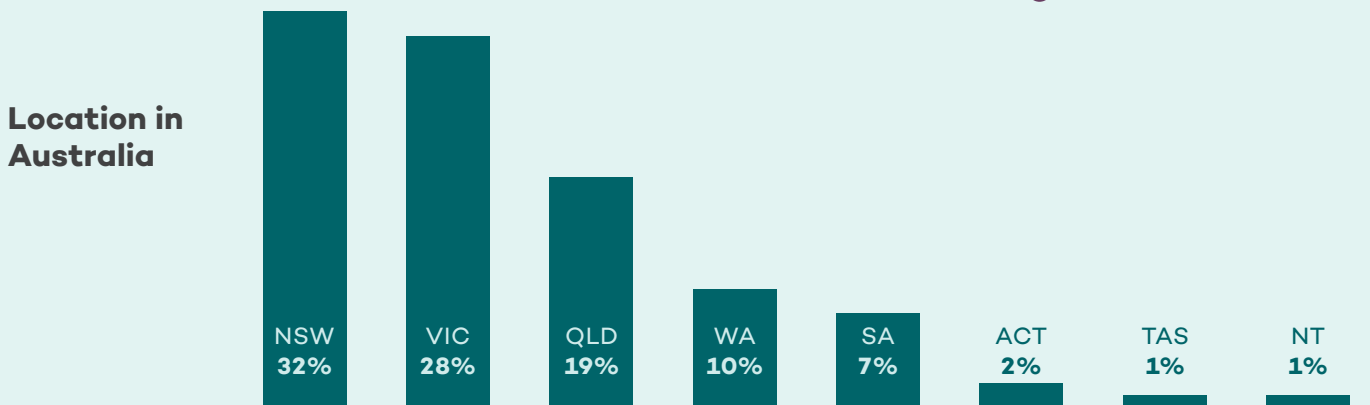


- 61% male
- 39% female



- 21% 18-24
- 29% 25-34
- 18% 35-44
- 13% 45-54
- 11% 55-64
- 8% 65+

Location in Australia



What are users looking at?

Health content
563K pageviews

News
166K pageviews

Resources
30K pageviews

Research reviews
12K pageviews

SOCIAL MEDIA

Facebook, Instagram, Twitter and LinkedIn



PLATFORM	FOLLOWERS	GROWTH IN FOLLOWERS	NUMBER OF POSTS	ENGAGEMENTS	IMPRESSIONS
Facebook	2,721	45.1%	202	37,623	2,911,170
Instagram	2,021	314%	177	N/A	53,325
Twitter	2,878	37.8%	178	16,072	1,559,433
LinkedIn	379	52.8%	71	409	6,582

YouTube and Vimeo



>3.6K
Subscribers

>603K
Viewers

>790K
Video views

>14.7M
Impressions

>12.8K
Hours

25-34
Age demographic of largest viewership

HARDCOPY RESOURCES

>2.1K orders placed

>21.5K resources distributed

CONTACT

>390 1300 number calls

>3.5K emails



Generations of healthy Australian men

Evidence-based, easy to understand information and patient resources.

Healthy Male champions an evidence-based approach to male health and wellbeing issues. Our work helps to fill the gaps in preventive health, health promotion, and education needs.

- Register for free online training activities.
- Download and/or order free hard-copy clinical summary guides.
- Purchase orchidometers.
- Download and/or print patient assessment tools and health information resources for men.
- Access national data set specifications, practice guidelines and research reviews.
- Order the 'Spanner in the Works?' health promotion toolkit.



Scan this QR code to subscribe to our e-newsletter.

Should you have more questions, or for patient and information resources, contact us:

- ☎ 1300 303 878
- ✉ info@healthymale.org.au
- healthymale.org.au



HEALTHY MALE

Generations of healthy Australian men

From the Medical Director



The past year has put health at the forefront of people's minds like never before. Despite the devastating consequences of COVID-19 on many lives and livelihoods, it has led to some welcome changes to our healthcare system. The increased uptake of telehealth services has not only helped those in lockdown access care but has also created better access for men living rurally and regionally.

Research

During 2020-2021, Healthy Male has been part of a range of research projects, including:

- The Men and Infertility over the Lifecourse (MAIL) Stakeholder Consultation Strategy with the Fertility Society of Australia and New Zealand, the Endocrine Society of Australia, and the Urological Society of Australia and New Zealand. This will conclude in 2023.
- 'What's in the way', a significant survey conducted with more than 1,200 men from across Australia, examining how Australian men access their health information and their readiness to respond to public health messages about chronic diseases and other priorities. This evidence will direct future work and is the subject of both a research paper and PhD thesis.
- A research article 'Review of sexual health issues linked with cardiovascular disease and type 2 diabetes mellitus in Aboriginal and Torres Strait Islander males', which we produced in collaboration with the Australian Indigenous HealthInfoNet.
- An additional eight research review articles, which were published and promoted through our social media and content distribution channels.

Training and education

We have made a significant investment in developing training courses for health professionals:

- Six new courses became available in 2020-2021 with a further 10 in the design phase for release during 2021-2022. Thirteen new clinical videos were researched, scripted, filmed and released on our platforms as part of our continuing professional development offering for health professionals.
- All our clinical summary guides were reviewed, updated, rewritten and republished, with the addition of 'Transgender Healthcare'.
- All health topics on our website were reviewed and rewritten with updated evidence, to be published in 2021.

Everything we do is underpinned by evidence and the extraordinary input of our reference groups and our expert advisors. Our reference groups act as individual expert advisors that allow us to access a wealth of knowledge and expertise.

At the end of June 2021, the following reference groups supported Healthy Male:

- Aboriginal and Torres Strait Islander Male Health Reference Group
- General Practitioner Advisory Group
- Nursing & Allied Health Advisory Group
- Scientific and Clinical Committee

Our thanks go to all of our expert advisors and reference groups, as well as the many individuals who donate their time and expertise towards our vision of generations of healthy Australian men.

Prof Rob McLachlan AM
Medical Director

Education

The 2020-2021 financial year has seen our biggest investment in education development yet as we focused on rebuilding Healthy Male’s continuing professional development offering. During this time, we identified the need for expertise in eLearning design, and as a result, employed a full-time education designer in November 2020.

Highlights

Clinical videos **13** clinical videos recorded and released

Professional endorsement **3** eLearning courses

Course reviews **6** existing training courses updated

Webinars ANZARD 3.0 Male Factor Infertility webinar
 An update of hypogonadism and testosterone replacement
 PSA testing – an update on best practice
 Lower Urinary Tract Symptoms and Benign Prostatic Hyperplasia

eLearning 2020-21

6

Courses available

368

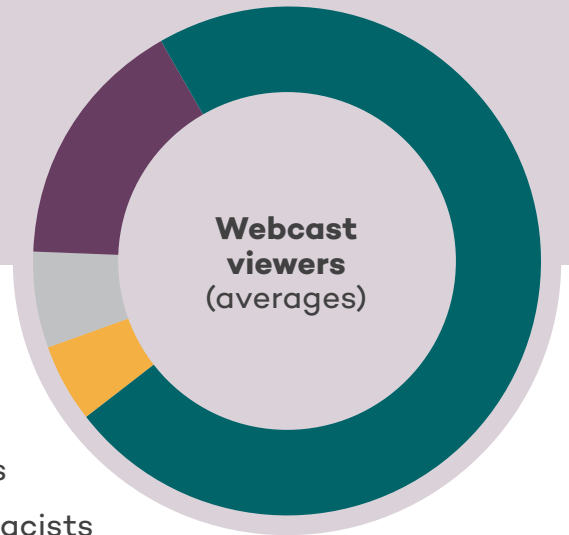
Enrolments

121

Completions as at 30 June 2021

33%

Completion rate as at 30 June 2021



GP education

2 webcasts delivered

>5.9K registrants

>3.3K live viewers

● **73%** GPs

● **16%** Nurses

● **6%** Pharmacists

● **5%** Other

Swinburne University of Technology – Community as Partner project

Targeting nursing students and early career nurses this project introduces men’s health as part of education and provides an overview of men’s health promotion considerations in the community and primary care.

The project outlines population health considerations in men’s health and diversity and inclusion considerations, as well as considerations in assessment, care planning, management and evaluation in community care.

The project was successfully delivered, as eLearning, to 154 students at Swinburne University of Technology and will be an ongoing part of the curriculum.

Clinical education campaign

As part of Healthy Male’s continued efforts to improve the uptake of our courses in 2021 and beyond, we ran our first media campaign to promote clinical education and resources to general practices at a national level.

The campaign included a GP practice pack, hand-delivered to practice managers.

Campaign reach

>3.6K medical centres across Australia

>15.3K general practitioners

Resources and research translation

Resources

Transgender Clinical Summary Guide

Healthy Male recognises that the diversity of people requires tailored approaches to providing health care and health information, to achieve optimal and equitable health outcomes for everyone.

We responded to a need for information to guide the care of transgender and gender-diverse patients by producing a clinical summary guide for Transgender Healthcare. This guide was developed in consultation with representatives from Australia's LGBTQIA+ communities, Healthy Male expert advisors, and independent health practitioners with expertise in the provision of care to transgender people.

This guide provides evidence-based information about practice design and procedures, inclusive language, common health risks and behaviours, gender affirmation treatment and disease screening.

Clinical summary guide evidence reviews

Healthy Male's clinical summary guides provide evidence-based and expert advice to guide healthcare professionals with their management of men's health conditions.

The 2021 review of the Healthy Male clinical summary guides included thorough revision of the evidence base and, for the first time, direct references to the supporting clinical and scientific literature. The reference lists that are now included in each guide provide readers with reassurance about the quality of the information provided and facilitate access to more detailed information relevant to the care of their male patients.

Research translation

Healthy Male's expertise and understanding, and our evidence-based approach to providing information, creates opportunities to inform national conversations about men's health and wellbeing. Healthy Male's research translation often comes in response to published articles or media stories. A good example of this is a published article in *The Conversation* titled, 'Are chemicals shrinking your penis and depleting your sperm? Here's what the evidence really says'.

In early 2021, Australian and international media organisations ran stories about the worrying effects of environmental pollutants on the male reproductive system development and function. There is accumulating evidence that some chemicals used in the manufacture of everyday products do indeed affect reproduction, but media accounts reported sensational, rather than scientific, interpretations of recent research findings. While it was good to have men's sexual and reproductive health featured widely in the media, the message was misleading.

Healthy Male's article in *The Conversation* called out various problems with media reports, which suggested that multiple factors beyond individuals' control were rapidly impacting men's reproductive health and thereby posing an existential threat to humanity. We have far greater evidence that lifestyle factors are causing negative effects on men's reproductive health. However, the opportunity for individual men to take responsibility for their reproductive health – by eating healthy food, exercising and planning for fatherhood – was overlooked because attention was given to inaccurate and sensational reporting.

Healthy Male's article in *The Conversation* has been read by nearly 150,000 people worldwide, and led to interviews on Joy FM, ABC Radio Queensland and The Project. It would seem the truth does not necessarily need to get in the way of a good story.

Conferences and events

Healthy Male attends a range of conferences and events to promote our evidence-based information and clinical and patient resources on male reproductive and sexual health, and to engage with GPs, nurses and other health professionals from around Australia.

Due to COVID-19, many conferences and events around Australia were cancelled or became online conferences. Therefore, there were still opportunities for Healthy Male to make its mark.

9 events attended

6 expert presentations delivered

2 hosted sessions

>600 delegates reached

Board of Directors

The Healthy Male Board of Directors consists of key business, medical and community leaders. The Directors guide the organisation to ensure it promotes health and wellbeing in all aspects of life, using an evidence-based approach that encompasses andrology and associated chronic and related health issues.



Emeritus Prof David de Kretser AC
MBBS, MD, FRACP, FAA, FTSE, LLD, LLD (Hon)
FRACOG (Hon), FRCOG (Hon), FRACGP (Hon)

Patron

David has a passion for men's health that can be traced back to his early studies.

In 2000, he founded Andrology Australia (Healthy Male) as he recognised the lack of information, training and research on male reproductive health. After taking on the position as the 28th Governor of Victoria from 2006 to 2011, David returned to the Board of Directors to continue his valuable work.

David is internationally recognised for his lasting and invaluable contribution to public health as a researcher and leader in the field of reproductive biology. His broader service to the Victorian and Australian community has also been recognised with a Companion of the Order of Australia (AC) in 2006.



A/Prof Doug Lording AM
MBBS, BMedSci, FRACP

Chair

A retired endocrinologist and andrologist, Doug has 40 years practice centred experience around sexual medicine and testosterone use in men, and he was involved in trials of many medications used in these conditions.

Doug worked at Cabrini Health from 1979, including a 15-year tenure as Medical Director, during which time he set up an education and research institute and initiated university departments in the private hospital sector.

He is the founder and President of Men of Malvern Inc., a charity dedicated to supporting the health and welfare of men, chairs the Scotch College Foundation and is a School Council Member.

In June 2020, Doug was appointed a Member of the Order of Australia (AM) for his significant service to medicine, endocrinology and andrology, and the community.



Prof Robert McLachlan AM
FRACP, PhD

Medical Director

Rob is a consultant andrologist and has been integral to Healthy Male from its inception as Andrology Australia in 2000. He has been Medical Director since 2006. In November 2020, Rob was awarded Life Membership of the Endocrine Society of Australia.

Over Rob's 30-year career, he has been passionate about educating doctors and the community about male reproductive health, particularly to normalise discussion of sensitive topics and to encourage men to seek help from their GPs. He continues to develop evidence-based learning materials and tools needed for better health outcomes and to train the next generation of specialists in the field.

His research interests include male reproductive hormones, testosterone therapy and male infertility. A past president of the Fertility Society of Australia, he has a strong connection in fertility practice and has raised the profile of infertile men involved in IVF. Rob has received several awards for his clinical research and was appointed a Member of the Order of Australia (AM) in 2016 for services to medicine in the field of endocrinology.



Mr Simon von Saldern
CEO & Director

Health has been a common theme throughout Simon's career, accounting for almost 20 years of his professional life — from fundraising to public relations, marketing and management. Simon is interested in the health industry because of its challenging nature and the fact that it is an area that is always changing.

When taking on the role of Healthy Male CEO in early 2017, Simon made it his goal to make a sustainable difference in male health by ensuring that men have the tools they need to lead healthier lives.

Simon strives for Healthy Male to continue on its path of being a change-making organisation by breaking down the societal stigmas that exist around male health and the idea of men seeking help.

Simon's experience in various leadership roles throughout his career means he is exceptional at bringing different groups and organisations together for the same outcome.

Board of Directors



Mr Mark Bernhard

Board Director

Mark is a globally experienced executive who has worked throughout Asia, Europe, the US and Australia. Mark brings expertise in corporate policies, procedures, risk management and financial management.

Mark has attained compelling finance skills throughout his career as both an executive director and non-executive director.

Mark's previous roles include Non-Executive Director of SAIC – General Motors, Non-Executive Director of Holden Special Vehicles, CFO and Executive Committee Member of Shanghai General Motors, Chairman and Managing Director of GM Holden, CFO of General Motors China and Australia, and CEO/Managing Director of General Motors Australia.

Mark was awarded the Silver Magnolia Award in 2015 from the Shanghai Municipal Government. He also received the 2014 Australia China Alumni Award for Banking and Finance.

Mark has a passion for diversity. Between 2017 and 2018, he was a member of Male Champions of Change, a coalition of male leaders who step up beside women to achieve gender equality. He was also a key player in driving Holden towards achieving Workplace Gender Equality citation status. Today, Mark is a Non-Executive Director of Carbon Revolution, an Australian company that designs and manufactures advanced technology wheels.



Prof Suzanne Chambers AO

Board Director

Suzanne has worked as a practitioner-researcher in psychosocial support for people with cancer for over 25 years. She has published extensively on the psychosocial effects of cancer and effective ways to enhance the quality of life and psychological outcomes after diagnosis and treatment. In particular, she has focused her research effort on the supportive care needs of men with prostate cancer and their families and currently leads a National Health and Medical Research Council Centre for Research Excellence in Prostate Cancer Survivorship.

She is an Academic Member of the College of Health Psychology within the Australian Psychological Society. Suzanne was appointed an Officer in the General Division of the Order of Australia (AO) in 2018 for distinguished service to medical research in psycho-oncology and to community health through patient care strategies to assist men with prostate cancer.



Ms Chris Enright

BAppSc, MBA, MHHS, GAICD

Board Director

Chris has almost 20 years of experience working in public health, governance and organisational structure. She is the Chief Operating Officer for *The Big Issue* and has worked with some of the most well-known health organisations in Australia, including the Cancer Council, the Red Cross and Jean Hailes for Women's Health.

Chris is also a business coach and mentor with Global Sisters, facilitating entrepreneurial opportunities, and has co-authored papers published in the *Australian Journal of Public Health* and *Australian Family Physician*.

She was a judge in the 2019 Telstra Businesswoman of the Year Awards.

Chris brings a business-minded approach to the Board of Directors. She would like to see the approach to men's health change, a reduction in blame culture, and a more preventative strategy that takes both a clinical and social model into account.



Emeritus Prof RA 'Frank' Gardiner AM

MBBS, MD, FRACS, FRCS

Board Director

Robert 'Frank' Gardiner is a retired academic urologist with over 50 years of experience in the health sector. He continues to be involved in several prostate cancer research projects, having been the first to demonstrate the lymph drainage of the human prostate using lymphoscintigraphy. He undertook the first dendritic cell vaccine studies in prostate cancer in Australia and remains centrally involved in an emerging project in this area as well as continuing studies on the non-invasive, early detection of prostate cancer.

Frank has over 135 peer-reviewed manuscripts. He received Membership of the Order of Australia (AM) in 2012 for his international, national and community service activities, research achievements and clinical commitments.

He was previously on the editorial boards of seven international medical journals as well as Cancer Councils Queensland and Australia, among various other commitments.

Board of Directors



Dr Keith Gleeson
FRACGP, BMed, BAppSc

Board Director

Keith is a Biripi/Daingutti GP and has committed most of his medical working life to the Aboriginal Community Control Health Sector, working in remote, rural and urban regions of Australia. Today, Keith works as a locum doctor travelling around Australia. He is passionate about improving the health outcomes of all males in a holistic way.

Keith is a Board Member of the Australian Indigenous Doctors' Association and the General Practice Training Advisory Committee. He contributed to the publication of the articles 'Engaging Aboriginal and Torres Strait Islander Communities in Prostate Cancer Health Care Programs' and 'Aboriginal and Torres Strait Islander Health in General Practice: An introduction to teaching and learning'.

Through his involvement with Healthy Male, Keith would like to see the Australian Government addressing the 'Closing the Gap' targets and improving indigenous men's health outcomes. Keith brings focus and expertise in Indigenous health and primary health care, as well as geographical knowledge of the issues men are presented within rural and remote regions of Australia.



Mr David Magill

Board Director

David is an experienced government relations and public policy executive. Over 25 years, his diverse career has seen him work across the automotive industry, mining, farming and politics, fostering a significant understanding of rural, remote and city communities. David has lived and worked throughout Western Australia in farming, as an onsite and FIFO geologist, and for rural and city federal MPs and a senator. He then worked in the corporate sector for Peter Holmes à Court in Sydney, and most recently as a director of GM Holden in Melbourne and member of the global public policy team at General Motors.

David has extensive experience working with federal and state governments and is passionate about good public policy, government advocacy, and an active corporate sector making positive change in the community. David is a strong supporter of diversity and equality in workplaces. With his broad experience, David is helping Healthy Male to make a positive difference for men and their families throughout Australia, in line with the Australian Government's *National Men's Health Strategy 2020-2030*.



Prof Rob Newton

DSc, PhD, MHMS, BHMS(Hons),
AEP, FACSM, FEESA

Board Director

Over 40 years of working in academia and human performance has seen Rob develop a strong interest in men's health, particularly during his time at Penn University in the US where he completed research in the decline of strength and function in older men. During his career, he has published over 800 papers, including 400 referred scientific journals, as well as two books and 16 book chapters.

As Professor of Exercise Medicine at Edith Cowan University, Rob is researching exercise medicine as neoadjuvant, adjuvant and rehabilitative cancer therapy to reduce the side effects of cancer treatment and enhance cancer patients' quality of life.

In 2019, Rob was named Western Australia Scientist of the Year for his research and advocacy for exercise as an essential medicine for cancer patients. In 2020, he was awarded a fellowship from the American College of Sports Medicine.

Working with the National Committee for Exercise as Medicine and the Australian Research Council (ARC) Health and Medical Committee, Robert brings to Healthy Male his expertise and a vital understanding of health issues that older men face, particularly the physiological changes that occur as men age.



Prof Ben Smith

MPH, PhD

Board Director

Ben is passionate about championing the issue of men's health and bringing it into civic discussion, as well as developing effective strategies to reduce preventable illness among men.

Ben is a Professor of Public Health at The University of Sydney and has spent 20 years working in academia. He has authored over 150 publications, and his research is oriented towards chronic disease prevention, healthy ageing, and addressing the health impacts of social isolation and disadvantage.

Reflecting his commitment to effective public health policy and programs, Ben has worked extensively with federal and state health departments, and with non-government agencies including VicHealth, Musculoskeletal Australia and Alzheimer's Australia, among others. Internationally, he has served as a consultant for UNICEF and the World Health Organization. Ben currently works with the Ending Loneliness Together coalition, a leading organisation that addresses social isolation and loneliness. He is also part of the leadership team of the Prevention Research Collaboration at The University of Sydney.

In 2014, Ben was awarded a fellowship by the Australian Health Promotion Association in recognition of the significant contribution he has made to health promotion in Australia.

Audit and Risk Committee

In October 2020 the Board ratified the creation of the Audit and Risk Committee to provide financial and risk oversight for the organisation. Reporting to the Board the committee met four times during the financial year and comprises of the following Board members.

Name	Position
Mr Mark Bernhard (Chair)	Non-Executive Director of Carbon Revolution
A/Prof Doug Lording AM, MBBS, BMedSci, FRACP	Chair, Scotch College Foundation Board Chair, Healthy Male Founder & President, Men of Malvern
Ms Chris Enright BAppSc, MBA, MHHS, GAICD	Chief Operating Officer, The Big Issue
Mr Simon von Saldern	CEO, Healthy Male

Management Committee

The Committee meets 11 times a year providing expert advice and input to the CEO on a range of projects and issues affecting Healthy Male.

Name	Position
Prof Ben Smith MPH, PhD (Chair)	Professor of Public Health (Prevention and Health Promotion), The University of Sydney Board Director, Healthy Male
Mr Rob Daly MBA	Executive General Manager of Philanthropy and Support Engagement, Burnet Institute
A/Prof Doug Lording AM MBBS, BMedSci, FRACP	Chair, Scotch College Foundation Board Chair, Healthy Male Founder & President, Men of Malvern
Prof Bernie Marshall BSc(Hons), DipEd, MPH	Professorial Fellow, Deakin University
Prof Rob McLachlan AM FRACP, PhD	Deputy Head of Centre for Endocrinology and Metabolism, Hudson Institute of Medical Research Medical Director, Healthy Male
Mr Simon von Saldern	CEO, Healthy Male

Scientific and Clinical Committee

Healthy Male's Scientific and Clinical Committee comprises some of Australia's pre-eminent experts in men's health. The committee provides clinical and scientific guidance and evidence to inform the clinical direction of Healthy Male.

Name	Position	Institution
Prof Rob McLachlan AM FRACP PhD (Chair)	Medical Director; Director of Clinical Research; Consultant Andrologist; Professor of Andrology	Healthy Male; Hudson Institute of Medical Research; Monash IVF Group; Department of Obstetrics and Gynaecology, Monash University
Dr Gideon Blecher MBBS (Hons), FRACS	Consultant Urologist & Uroandrologist; Adjunct Lecturer; Surgeon	Alfred Health & Monash Health; Department of Surgery, Monash University
Prof Suzanne Chambers AO	Dean of Health Sciences	Australian Catholic University, NSW
Prof David Handelsman AO MBBS, PhD, FRACP, FRAHMS	Director	ANZAC Research Institute; Andrology Department, Concord Hospital
A/Prof Tim Moss, PhD	Health Content Manager	Healthy Male
Dr James Navin Richards	General practitioner	Watto Purrunga Primary Health, SA
Prof Terry Slevin BPsych, MPH, FPHAA	CEO; Adjunct Professor	Australian Public Health Association; College of Health and Medicine, ANU; School of Psychology, Curtin University
A/Prof Ian Vela BSc, MBBS, PhD, FRACS	Consultant Urologic Oncologist; Senior Research Fellow; Senior Lecturer and Examiner	Princess Alexandra Hospital; Australian Prostate Cancer Research Centre; School of Medicine, The University of Queensland
Prof Gary Wittert MBBch, MD, FRACP, FRCP	Head; Senior Consultant Endocrinologist; Director	Discipline of Medicine, University of Adelaide & Freemasons Foundation Centre for Men's Health Research; Royal Adelaide Hospital; Centre for Nutritional and Gastrointestinal Disease, South Australian Health and Medical Research Institute

Reference groups

Aboriginal and Torres Strait Islander Male Health Reference Group

The Aboriginal and Torres Strait Islander Male Health Reference Group supports the work of Healthy Male by providing advice and guidance on key issues impacting the physical, social and emotional health and wellbeing of Aboriginal and Torres Strait Islander men.

The group has expanded in 2020-21 and we look forward to developing new key objectives aligned to the needs of Aboriginal and Torres Strait Islander males and the Healthy Male strategic plan.

Key objective: To inform the areas of priority and program and activity development to improve the education and awareness of Aboriginal and Torres Strait Islander men's health.

Name	Position
Dr Mick Adams BSW, BAppSc, MA, PhD (Chair)	Senior Research Fellow, Australian Indigenous HealthInfoNet, Edith Cowan University
Mr Jason Bonson GDipIndigHP	Northern Territory Health
Mr Karl Briscoe GCertPubSecMgmt, MPH	CEO National Association of Aboriginal and Torres Strait Islander Health Workers and Practitioners
Mr Jack Bulman BHlthSc	CEO, Mibbinbah Spirit Healing
Dr Kootsy Canuto BA (Hons), PhD	Health Researcher, South Australian Health and Medical Research Institute
Dr Keith Gleeson BMed, BAppSc, FRACGP	General Practitioner, Ochre Medical Centre Boggabri; Board Director, Australian Indigenous Doctors' Association
A/Prof Chris Lawrence MAE, PhD	Director (Indigenous Engagement), Faculty of Engineering & Information Technology, University of Technology Sydney
Dr Jacob Prehn BSocSc, MSW, PhD	Indigenous Fellow and Lecturer, University of Tasmania
Mr John Singer	Executive Director, Nganampa Health Council
Dr Mark Wenitong BMed	Public Health Medical Advisor, Apunipima Cape York Health Council; General Practitioner

Nursing & Allied Health Advisory Group

Key objective: To support the review and development of training activities for primary healthcare nurses, act as key advocates for men's health in the nursing sector by promoting training opportunities and resources, and support the implementation of men's health campaigns in primary care.

Name	Position
Ms Dell Lovett MN (Rsch & Prac), GCertDE, MACN, RN (Chair)	Primary Health Care Nurse
Ms Karen Bellchambers RN/RM	Primary Health Care Nurse
Mr Luke Mitchell BNurs, MPH (Sexual Health)	Prostate Nurse
Mr Faisal Sabih BHlthSc, GDipHP, GCertDE, GCertPCan	Primary Health Care Nurse
Mr Michael Whitehead BNurs, MClInNurs	Primary Health Care Nurse
Mr John Brown JP, GDHlthSc, FACN, RN	Primary Health Care Nurse
Mr Tony Lane RN	Director of Nursing
Ms Ruth Mursa GDipNurs, GCertRSH, MAdPrac, NP	Nurse Practitioner, PhD Candidate
Mr Aaron Richardson BNurs, GCertCM, GCertSTWM	Clinical Coordinator
Ms Helen Storer DipCom&ChldHlth, DipPM	Practice Manager, Practice Nurse

Reference groups

General Practitioner Advisory Group

Key objective: To support the review and development of training activities for GPs, act as key advocates for men's health in the GP sector by promoting training opportunities and resources, and support the implementation of men's health campaigns in general practice.

Name	Position
Dr Geoff Broomhall MBBS, DRCOG, MRACGP (Chair)	HealthPathways Clinical Editor, Eastern Melbourne PHN; General Practitioner
Dr Glenn Duns MDCM, MPH, FRACGP	General Practitioner
Dr James Navin Richards MBBS, FRACGP	General Practitioner
Dr Alan Wright MBBS, MFM, GCertUT	General Practitioner

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generations of healthy
Australian men?
Awareness. Prevention.
Education.**



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Expert advisors

Expert advisors include all of the committee and reference group members mentioned on the preceding pages. They work with Healthy Male to ensure the very best evidence-based information is available to the public. They ensure our content reflects current best practice approaches and provide guidance on the key issues relating to community and professional education, information development and research.

Name	Position/Area of expertise	Institution
Laureate Prof John Aitken PhD, ScD, FRSE, FRSN, FAHMS, FAA	Chair; Academic professor	Biological Sciences, University of Newcastle
A/Prof Carolyn Allan MBBS (Hons), PhD, FRACHP, DRCOG (UK)	Endocrinologist	Department of Obstetrics and Gynaecology, Monash University
Mr Christopher Brett-Renes	Psychosexual therapist	Sex Life Therapy
A/Prof Eric Chung MBBS, FRACS	Medicine	The University of Queensland
A/Prof Roger Cook BSc (Hons), MEd, PhD	Psychology	Department of Psychological Science, Swinburne University of Technology
Mr Teddy Cook	Vice president; Director	AusPATH; Community Health, ACON
Ms Narelle Dickinson BA Hons (Psych), GradCertAppMHS	Psychologist	Queensland Family & Fertility Support
Prof Mark Frydenberg AM MBBS, FRACS, GAICD	Consultant urologist; Adjunct clinical professor	Australian Urology Associates; Department of Surgery, Monash Health
Mr David Gray	Urology nurse practitioner	Epworth HealthCare
Prof Mathis Grossmann MD, PhD, FRACP	Medicine	Austin Health University of Melbourne
A/Prof Jeremy Grummet MBBS, MS, FRACS	Urological surgery	Monash University
Prof Roger Hart MB BS, MD, FRCOG, FRANZCOG, CREI	Reproductive medicine	University of Western Australia
Prof Dragan Ilic BSc, GradDipRepSci, MSc, PhD	Head of Medical Education Research	Monash University
Dr Darren Katz MBBS, FRACS	Medical director	Men's Health Melbourne
Dr Michael Lowy MBBS, MPM, FACHSHM	Sexual health physician	Sydney Men's Health
Dr Jo Milios BAsc, PhD	Musculo-skeletal physiotherapist, Research fellow	University of Western Australia, Complete Physiotherapy
Prof Moira O'Bryan PhD	Dean of Science	University of Melbourne
Dr Stella Sarlos MBBS, FRACP	Endocrinologist	Hudson Institute of Medical Research, RACP, Peninsula Endocrine Associates
Dr Ie-Wen Sim MBBS (Hons), BMedSci, FRACP	Endocrinologist	Epworth Healthcare
Prof James Smith BAppSc Hons (Hum Movt), BEd, GCPH, PhD, FAHPA	Father Frank Flynn Fellow	Charles Darwin University
Dr Anna Watts MBBS, FRACP	Endocrinologist	Ballarat Health Services

Collaborations and partnerships

Research

Prof Georgina Chambers

University of NSW

- The Men And Infertility over the Lifecourse (MAIL) study has four integrated research streams designed to provide a complete picture of the reproductive and general health of men suffering from infertility over the lifecourse, thereby identifying potential causes and targets for prevention and treatment.

A/Prof Paul Lacaze

Monash University

- Population genomic screening of young adults to prevent cancer in Australia.

Prof Jeff Dunn

University of Southern Queensland

Prostate cancer survivorship essentials for men with prostate cancer on androgen deprivation therapy: transforming care to improve outcomes.

Prof Bu Yeap

University of Western Australia

- Investigating how cardiometabolic risk factors and testosterone influence COVID-19 infection rates among men.

Information partners

Australian Association of Psychologists Inc

Australasian Birth Trauma Association

Australian College of Nursing

Australian Fatherhood Research Consortium

Australian Indigenous HealthInfoNet

Australian Men's Shed Association

Baby Makes 3

Better Health Channel

Birthing Dads

Birthready

Carrington Health

Centre of Perinatal Excellence

Charles Perkins Centre, The University of Sydney

Childbirth and Parenting Educators of Australia

Continence Foundation of Australia

CRANApus

Dads Group

Endocrine Society of Australia

Exercise Right

Freemasons Centre for Male Health and Wellbeing

Gidget Foundation Australia

Healthdirect

Jean Hailes

Marie Stopes Australia

Men's Health Information and Resource Centre

Miscarriage, Stillbirth & Newborn Death Support

National Association of Aboriginal and Torres Strait Islander Health Workers and Practitioners (NAATSIHWP)

National Rural Health Alliance

Ngala

Parent-Infant Research Institute

Parents At Work

Peach Tree Perinatal Wellness

Perinatal Anxiety & Depression Australia

Prostate Cancer Foundation of Australia

Public Health Association Australia

Red Nose Australia

Robinson Research Institute, University of Adelaide

Ten to Men

The Fertility Society of Australia

The Regional Men's Health Initiative

Your Fertility

Financial summary

Income and expenditure

The Australian Government supports the ongoing work of Healthy Male through the Male Health Initiative grant, which is administered by the Australian Government Department of Health. The government's financial support enables Healthy Male to achieve the agreed outcomes as highlighted in this annual report.

While most of Healthy Male's income is sourced from the Male Health Initiative, other revenue sources include funding from participation in research grants and specifically sourced project funding.

Healthy Male's major outputs are health education and health promotion. These outputs are developed by the organisation's staff, external resources and supported by the marketing and communications and administration teams. Their expenses have been apportioned to each of these cost centres.

Health education

The cost of achieving our health education goals in 2020-2021 included the development of training resources and information for health professionals in the form of online courses, webinars, podcasts, clinical summary guides and research reviews.

All health content on the Healthy Male website was reviewed and updated during the year, including the development of new topics. Healthy Male participated in numerous research studies and provided a resource for researchers to promote male-focused studies.

Health promotion

As defined by the World Health Organization, "health promotion is the process of enabling people to increase control over, and to improve, their health". To assist men in achieving this, Healthy Male focused expenditure on providing information through campaigns and themed information promotions such as Men's Health Week, *The Male* magazine and our 'Spanner in the Works?' toolkit.

An updated social media strategy and execution — which included the highly successful Healthy Male YouTube channel — was expensed during the year to drive men to our evidence-based information.

A range of printed resources were provided to Community Health Centres and GP clinics.

2020-2021

Expenditure allocation



● Health promotion ● Health education




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HEALTHY MALE

Generations of healthy Australian men