

# AMHF

LEADING THE WORLD IN MEN'S HEALTH

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# 2019 IMPACT REPORT



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### DID YOU KNOW...

AMHF's 2019 Men's Health Week campaign reached a media audience of over 5 million people



## MAKING AN IMPACT FOR MEN'S HEALTH

The Australian Men's Health Forum (AMHF) has a proud legacy of representing the evolving men's health sector in Australia.

We trace our history back to the first National Men's Health Conference in 1995 and formed six years later at the Fourth National Men's Health Conference in 2001.

For most of this time, AMHF has been leading the men's health sector on a voluntary basis, thanks to the dedication of a small team of volunteers.

In 2017 we received three years of funding from the Commonwealth Department of Health giving us the opportunity to employ a small team of paid staff for the first time in our history.

Putting this team in place has enabled us to develop our understanding of the many different roles a well-resourced peak body for men's health can play in creating a healthier future for everyone in Australia.

This 2019 Impact Report outlines some of the excellent work that our team have been delivering in the past two years.

Perhaps more importantly, it sets out the key areas where we believe AMHF can make the biggest impact on the lives and health of men and boys.

These include:

- **working to build a stronger men's health sector**
- **creating opportunities for the sector to work together**
- **supporting events that focus on improving male health**
- **developing campaigns that promote men's health literacy**
- **advocating for men's health in all policies**
- **helping the health service (and related sectors) work for men and boys.**

Through this report, we provide examples of the work we're already doing in these six areas and outline some of the organisation's future ambitions.

As the peak body for men's health in Australia, AMHF is proud to be the voice of Australia's world-leading men's health sector.

We look forward to working with our members, supporters, partners and funders to continue our important work to improve the lives and health of men and boys in Australia. We do this in the knowledge that a society that works to improve men's health is good for everyone's health.

**JONATHAN BEDLOE**

AMHF PRESIDENT

## HOW AMHF WORKS TO IMPROVE MEN'S HEALTH

### MEN'S HEALTH NETWORK

We're a community of individuals and organisations working to improve the lives and health of men and boys.

### MEN'S HEALTH PROMOTION

We work together to increase awareness of men's health issues.



### MEN'S HEALTH LEADERS

As the peak body for men's health, AMHF has been championing Australia's world-leading men's health sector for around 20 years.

### MEN'S HEALTH POLICY

We work with governments at all levels to develop men's health policies.

### MEN'S HEALTH EVENTS

We get Australia talking about men's health with our calendar of events.

### MEN'S HEALTH SECTOR

We're building a stronger men's health sector for the good of everyone's health.

### MEN'S HEALTH KNOWLEDGE HUB

We share knowledge to help services get better at working for men.



## LEADING THE WORLD IN MEN'S HEALTH

Australia's men's health sector leads the world. From Movember to Men's Sheds, many global initiatives to improve the lives and health of men and boys were created in Australia.

As the peak body for men's health, the Australian Men's Health Forum (AMHF) has been connecting leaders in the men's health sector for around 20 years.

We trace our history back to the first National Men's Health conference in 1995, an event we continue to host under the banner of the National Men's Health Gathering.

Together, the men's health sector advocated for Australia to develop a National Male Health Policy, an ambition that became reality in 2010.

We support the annual celebration of Men's Health Week in Australia, under the stewardship of our colleagues at the Men's Health Information and Resource Centre.

## MEN'S HEALTH SECTOR WORLDWIDE

We also connect the Australian men's health sector to the men's health worldwide. In 2013 we became a founding member of Global Action for Men's Health, which brings together men's health leaders from the USA, Canada, the UK, Ireland and across Africa, South America and mainland Europe.

More recently AMHF was one of the key partners in the National Male Health Initiative that helped develop the new National Men's Health Strategy for 2020-2030.

Looking forward, AMHF remains committed to being the voice of Australia's world-leading men's health sector.



### WHAT OUR MEMBERS SAY...

78% say AMHF's work to improve health services for men is very important to them.



## MEN'S HEALTH SECTOR

Male health is more than just a medical issue. Men and boys' health is shaped by a range of factors such as education, relationships, our working lives, our experiences of fatherhood and our access to male-friendly services.

For this reason, the men's health sector isn't just made up of GPs and psychologists: it's a dynamic network of individuals and organisations working to improve the lives and health of men and boys in many different ways.

Our sector includes people working with different populations including young men, older men, indigenous men and rural men. The issues our sector works to address include physical health, mental health, relationship issues, social isolation, violence, boys' transition into manhood and the challenges of fatherhood.

What unites us is a belief that improving men's health is good for everyone and developing male-friendly approaches to working with men and boys is one of the best ways to achieve this.

AMHF represents more than 60 member organisations and individuals from across Australia. Together we're working to build a stronger men's health sector by supporting the growth of male-friendly initiatives.

Beyond our core membership we connect to thousands of allies, partners and supporters with an interest in men and boys' health.

For example, we advocate for a stronger focus on men's health issues in other sectors through our membership of organisations like Suicide Prevention Australia, ACOSS and the National Rural Health Alliance.





# MEN'S HEALTH KNOWLEDGE HUB

In April 2019 the Federal Government published its new National Men's Health Strategy (2020-2030).

The Strategy calls on all levels of government to take action to address the unique needs of men and boys in the policies they develop, the programs and services they deliver and the initiatives they fund.

It challenges the health sector (and related sectors) to become more 'male-centred' in their approaches to working with men and boys.

The men's health sector that AMHF represents has a wealth of experience and expertise in delivering male-friendly approaches to the health and social issues that affect men and boys.

AMHF is the Hub that captures and shares this knowledge ensuring the lessons our sector has learnt about working with men are passed on to practitioners who want to work more effectively with men and boys.

We share this knowledge through our website, newsletters and social media channels in the form of articles, fact sheets and reports. We also host events that create opportunities for men's health practitioners to share best practice and learn from each other.

Through our Men's Health Knowledge Hub, AMHF is constantly seeking new and innovative ways to ensure that the accumulated wisdom of the men's health sector becomes common knowledge among health professionals.

As we develop the Hub we will work to mainstream awareness of male-friendly approaches to working with men and boys in alignment with the National Men's Health Strategy.



## DID YOU KNOW...

60+ projects were nominated for a 2019 Men's Health Award and 3,000 people voted



# AWARD WINNING APPROACHES TO MEN'S HEALTH

Since 2013, AMHF has highlighted some of the very best approaches to working with men and boys through our National Men's Health Awards program.

In 2019 we held these awards in every State and Territory for the first time, to highlight some of the best regional projects working to improve the lives and health of men and boys.

But what does a male-friendly approach to men's health look like? Some of the common ingredients that have been shown to make services more accessible to men are listed below:

- **they target men directly – not patients, not parents, but men!**
- **they go where men already are**
- **they make use of male-friendly activities**
- **they use male-friendly language**
- **they take a strengths-based approach that speaks positively about men.**

We consistently find that some or all of these characteristics are built into the design of the

male-friendly services that are nominated for our Men's Health Awards. As well as celebrating some of the excellent work that's happening across the men's health sector, the National Men's Health Awards program helps increase awareness of male-friendly approaches to working with men and boys.

In 2019 we received more than 60 nominations for the National Men's Health Awards, around 3,000 people took part in a public vote and some 400 people attended the award ceremonies.

The range of winners in 2019 demonstrates the vibrancy and diversity of the men's health sector that AMHF represents.

The winners included a male-friendly pharmacy, an Aboriginal men's health worker, a workplace health program, a rural men's health screening initiative, a men's mental health roadshow, a photo exhibition revealing the power of men's groups, a suicide awareness program for tradies, a network of meetup groups for socially isolated men and a social enterprise using eye-catching work wear to tackle stigma around men's mental health.

# CREATING A HEALTHIER FUTURE FOR MEN & BOYS

When tackling a complex social issue, such as improving men's health, a conceptual framework can help us to create a map of the many different factors that are at play. Most people understand that having a detailed and accurate map can help us plan the best route to a chosen destination.

In a similar way, creating a conceptual framework around an issue like men's health, helps us to understand the territory we are operating in and map out a range of pathways we could take to try and tackle the issue.

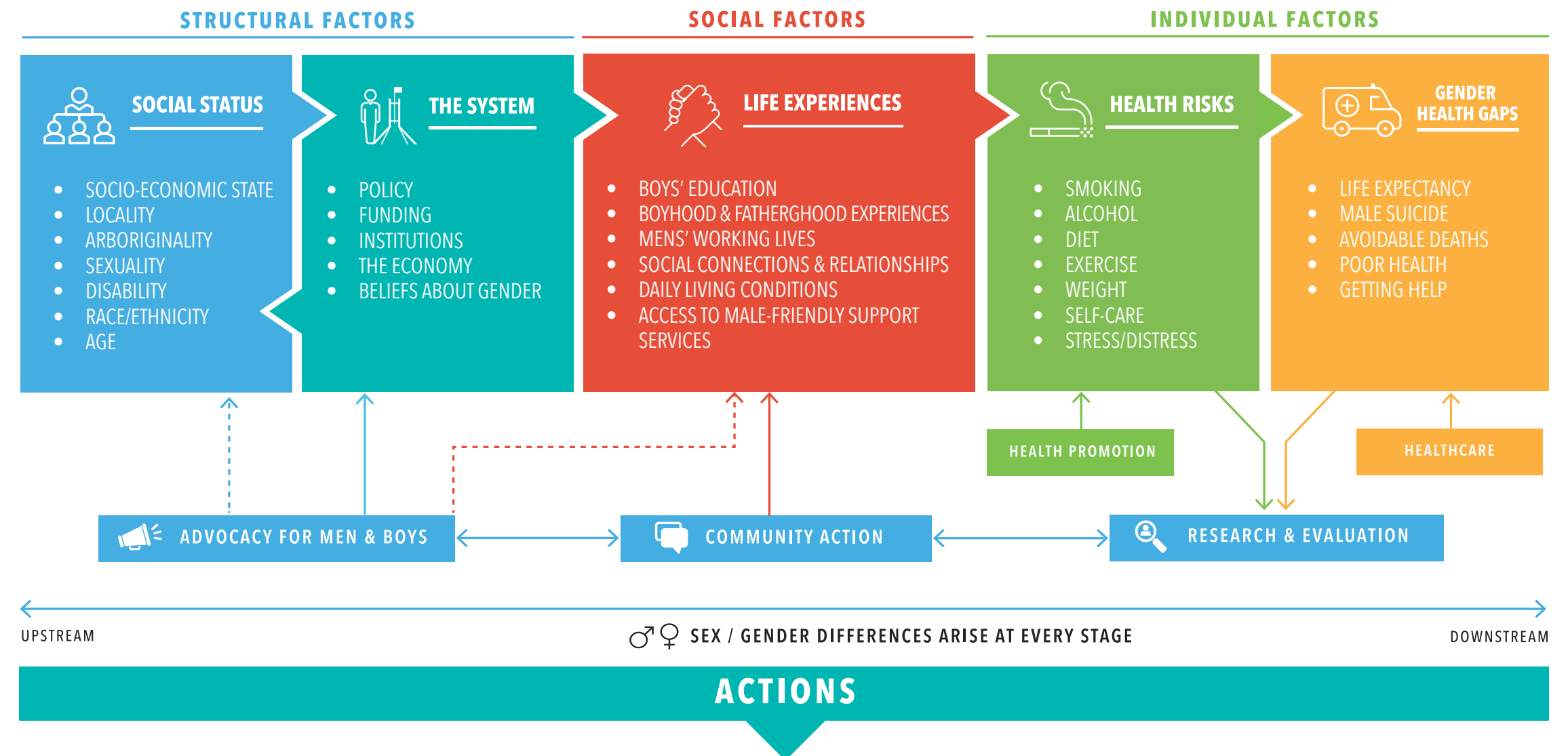
Our Framework for a Healthier Future builds on the work of existing conceptual frameworks and introduces two additional features that are generally overlooked:

- It places a specific focus on the factors that are known to shape men and boys' health;
- It acknowledges the fact that there are many different views about gender issues.

## 📌 DID YOU KNOW...

AMHF represents more than 60 member organisations & individuals working to improve men's health

## A CONCEPTUAL FRAMEWORK FOR TAKING ACTION TO IMPROVE MEN & BOYS HEALTH







## MEN'S HEALTH PROMOTION

### The #KnowYourManFacts campaign

AMHF's members and supporters have a shared commitment to create a healthier world for men and boys (and a healthier world for everyone).

Together we work to increase awareness of men's health issues among the general public. We do this to increase "men's health literacy" by which we mean both men's understanding of their own health and everyone's knowledge of men's health issues.

One way we do this is through our #KnowYourManFacts campaign which delivers key facts about men's health issues in ways that are simple to understand and easy to share.

At the heart of the #KnowYourManFacts campaign are a series of men's health talks that are available for anyone to deliver to men in their local community.

In the past year, the #KnowYourManFacts talks have been delivered in settings such as gyms, workplaces, men's sheds and sports clubs.

The #KnowYourManFacts campaign is helping build a grassroots movement of men's health champions and giving them simple tools to help them take action to increase men's health literacy in Australia.

The #KnowYourManFacts campaign was launched in Men's Health Week 2018 and reached half a million people online.

AMHF is working with a range of partners to continue building the quality and impact of our #KnowYourManFacts campaign.



### WHAT OUR MEMBERS SAY...

Raising awareness of men's health issues is the most important work we do.







## TAKING ACTION FOR MEN'S HEALTH

### GROWING MEN'S HEALTH WEEK

Men's Health Week began in the USA in 1994 and became International Men's Health Week in 2002 when organisations from six nations, including Australia, committed to marking the event in June every year.

Men's Health Week in Australia is overseen by our friends at the Men's Health Information and Resource Centre and has been supported by AMHF since its beginnings.

It's a great opportunity for existing services, programs and initiatives to engage men in their community in conversations about men's health.

AMHF encourages members and supporters to take part in Men's Health Week by hosting an event of their own. In 2019, we also marked the week by hosting a series of AMHF events in every State and Territory.

In recent years we have also produced a range of Men's Health Week resources as part of our #KnowYourManFacts campaign which are used extensively across social media and at local events during the week.

### CELEBRATING INTERNATIONAL MEN'S DAY

International Men's Day (IMD) is celebrated on 19 November every year and is marked in around 80 countries worldwide. The aim of the day in Australia is to get the nation talking about manhood, masculinity and men's issues.

AMHF is the lead organisation for IMD in Australia promoting the day as a nationwide event that is inclusive of a wide range of viewpoints and celebrates men and boys in all their diversity.

In 2018 we launched a new International Men's Day website to help promote IMD events around Australia.

In 2019 we launched our International Men's Day toolkit which includes a simple #KnowYourManFacts men's health talk that makes it easy for everyone who wants to put on an event for the men in their community.



## PROMOTING MEN'S HEALTH EVENTS

One of the ways AMHF helps people take action to improve the lives and health of men and boys is through our calendar of men's health events.

Throughout the year we promote a variety of men's health events that take place all over the country via the events section of our website and on our social media channels.

From academic symposia to BBQs for socially isolated blokes, the constant stream of men's health events throughout the year demonstrates the vitality of the men's health sector right around Australia.

Our men's health calendar provides a snapshot of the activity that people are taking to improve men's health at a local and national level.

In 2019 we highlighted over 100 men's health events and we are working to capture more of the men's health events that take place every week around Australia.

As well as promoting events run by our friends across the men's health sector, AMHF is also involved in delivering a range of events throughout the year from workplace talks to sector forums.

For AMHF the main event in the men's health calendar will always be the National Men's Health Gathering.

Currently held every two years, the 2020 Gathering in Melbourne will combine the 13th National Men's Health Conference and the 10th Aboriginal and Torres Strait Islander Male Health Convention.

It will build on the 2018 Gathering in Parramatta, NSW, which attracted around 200 delegates from across Australia and overseas.





## TALKING ABOUT MEN'S HEALTH

AMHF is committed to getting Australia talking about men's health.

Since 2017 we have placed a strong focus on building our communication platforms and increasing our capacity to start meaningful conversations about men's health.

We do this by crafting layers of engaging information including social media memes, fact sheets, articles and reports, which we share across multiple channels including Facebook, Twitter, LinkedIn, Instagram, our websites and newsletters.

We've also expanded our engagement with online, print and broadcast media, increasing the audience for conversations about men's health in the process.

As a result, in the past 12 months we have:

**5**  
MILLION

**REACHED A MEDIA  
AUDIENCE OF MORE  
THAN 5 MILLION PEOPLE**

**1**  
MILLION

**REACHED 1 MILLION  
PEOPLE ACROSS  
SOCIAL MEDIA**

**100**  
THOUSAND

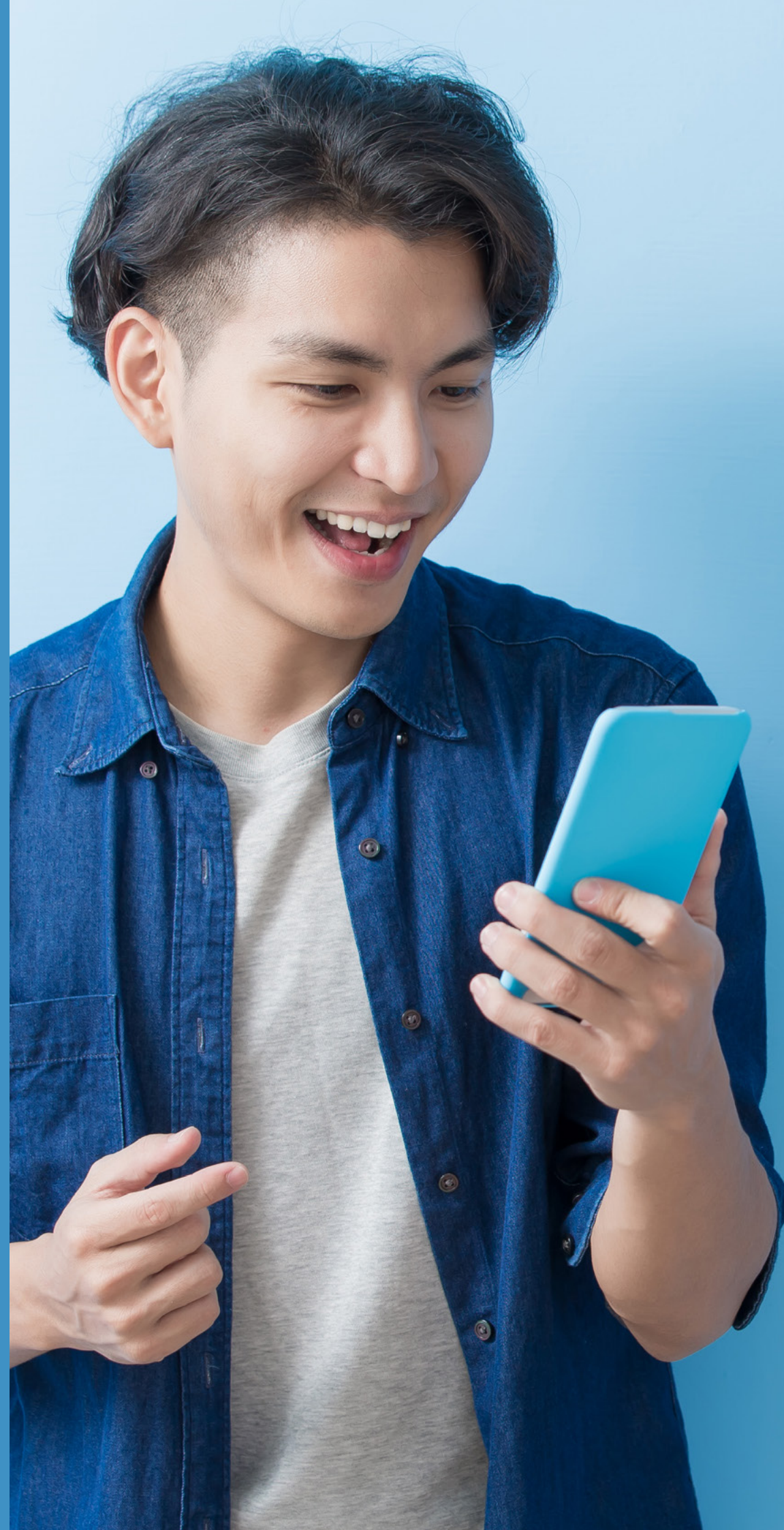
**RECEIVED 100,000  
VISITS TO THE AMHF  
WEBSITE**

**8**  
THOUSAND

**EXPANDED OUR MEN'S  
HEALTH DATABASE  
TO 8,000 CONTACTS**

**2**  
THOUSAND

**ATTRACTED 2,000  
SUBSCRIBERS TO  
OUR NEWSLETTER**



### **DID YOU KNOW...**

AMHF promoted more  
than 100 men's health  
events in 2019

**5,000,000**

MEDIA AUDIENCE REACH

**1,000,000**

PEOPLE REACH ON SOCIAL MEDIA

**100,000**

WEBSITE VISITS

**8,000**

MEN'S HEALTH DATABASE CONTACTS

**2,000**

NEWSLETTER SUBSCRIPTIONS





## MEN'S HEALTH POLICY

### WHAT OUR MEMBERS SAY...

76% want to influence policy and practice. They say being a member gives them a voice.

## KEEPING MEN'S HEALTH ON THE PUBLIC AGENDA

Australia is a world leader when it comes to developing men's health policies and strategies.

In 1999, the New South Wales government launched what is thought to have been the first men's health policy in the world.

In 2010, Australia also became one of the first countries in the world to develop a National Male Health Policy, following on from Ireland in 2008.

The launch of a new National Men's Health Strategy (2020-2030) in 2019 means Australia continues to be one of a handful of nations to have made a clear policy commitment to improve male health.

A number of Australian states and territories have also developed men's health strategies at various times in the past 20 years. At present just two states (New South Wales and Western Australia) have active men's health policies.

AMHF is a leading advocate for men's health strategies and has contributed to the development of both national and state policies.

Our continued focus on the value of men's health policies means we are uniquely placed to understand the strengths and weaknesses of the current national strategy.

There are two areas in particular where taking action would enhance the impact of the National Men's Health Strategy.

Firstly, the development of men's health strategies in every State and Territory could help extend the reach of the National Men's Health Strategy.

Secondly, there are a number of opportunities to extend the key principles of the National Men's Health Strategy into other national policies.

To give just one example, male suicide is one of five priority health issues named in the National Men's Health Strategy.

Yet the Government's work to prevent suicide is governed by the Fifth National Mental Health and Suicide Prevention Plan, which does not specifically target male suicide, despite the fact that men and boys account for three in four suicides.

As we look to the future, AMHF will seek opportunities to work with policymakers to keep putting men's health on the policy agenda across every level of government.

For example, we will encourage every State and Territory to develop a men's health policy and highlight opportunities for key national strategies to be adapted to focus on the specific needs of men and boys.

## MAKING THE CASE FOR MEN'S HEALTH IN ALL POLICIES

While strategies and policies can play a vital role in work to improve men's health, there is a limit to what can be achieved by a single strategy.

The success of the National Men's Health Strategy 2020-2030, for example, will inevitably be limited by a range of factors including the levels of funding committed to the Strategy.

Perhaps more importantly, the Strategy's impact will be helped or hindered by the extent to which all levels of government take up the Strategy's call to become key implementation partners who take action to address the unique needs of men and boys in the policies they develop, the programs and services they deliver and the initiatives they fund.

There is no obvious mechanism within the Strategy to ensure that all levels of government operate in this way. However, the Strategy acknowledges that peak bodies such as AMHF are critical to the success of the strategy for a variety of reasons including our advocacy work and subject matter expertise.

By advocating for 'men's health in all policies' (or at the very least 'men's health in more policies') AMHF is working to build a policy framework for improving the lives and health of men and boys that reaches out beyond the limits of the National Men's Health Strategy.

One way we do this is through the development of position papers that focus on men and boys' health from a variety of perspectives.

In 2018 we published our paper 'How Can Governments Do Better For Men and Boys?' This report highlights 10 areas beyond the current scope of the National Men's Health Strategy, where the Federal Government could take action to improve the lives and health of men and boys.

These include improving boys' education, supporting involved fatherhood, preventing male suicide, building men's social connections, strengthening men's economic security and making workplaces healthier.

In 2019, we launched a series of Men's Health Report Cards that outlined the state of men's health in every State and Territory. These reports are being utilised by local men's health advocates to make the case for the development of men's health policies at a State and Territory level.

### DID YOU KNOW...

AMHF published 12 new men's health reports in 2018-2019





## WHAT OUR MEMBERS SAY...

"AMHF helps me to connect and collaborate with others working to improve men's health."

# THE AMHF BOARD MEMBERS AND TEAM

## JONATHAN BEDLOE PRESIDENT

As the founder and current Chair of one of our member organisations, Men's Resources Tasmania, Jonathan has been working to improve the lives and health of men and boys in Tasmania for over a decade.

## GREG MILLAN VICE PRESIDENT

Greg is an independent men's health consultant who delivers events and training through his business, Men's Health Services. He co-founded the Australian Men's Health Forum and is the board's longest serving member.

## PAUL MISCHESKI

Paul is a long-serving member of one of our member organisations, Men's Wellbeing Inc, which runs men's groups and gatherings around Australia. He is editor of their members' magazine, Mentor.

## DR SIMON RICE

Simon is a Senior Research Fellow at Orygen, The National Centre of Excellence in Youth Mental Health, and the University of Melbourne. Simon's research places a strong focus on improving men and boys' access to mental health services.

## PETE SHMIGEL

Pete is an international consultant on strategy and mental health. He has previously worked as CEO of Lifeline Australia and has been a senior political advisor to many state premiers and government ministers.

## RAE BONNEY

Rae is an Integrated Well Being Specialist, helping organisations develop best practice around mental health in their workplace, particularly around men's and boys' issues. Her approach is egalitarian, recognising opportunities for better support, understanding and positive change.

## PROFESSOR DEBORAH TURNBULL

Deborah holds the Chair in Psychology at the University of Adelaide and is a member of the Management Committee of the Freemason's Foundation Centre (FFCMH) for Men's Health. She is currently working on establishing a new research pillar examining masculinity and health.

## GODFREY BARONIE

Godfrey is a former CEO of MATES in Construction in Western Australia where he represents LivingWorks, the suicide intervention training company. He is also on the board of ConnectGroups, the peak body for self-help and peer support groups.

## GLEN POOLE CEO

Glen has been working to build the men and boys' sector in the UK and Australia for 20 years. He joined the AMHF team in 2017

**KIM TRENGOVE**  
CONTENT MANAGER  
Kim brings 40 years experience in journalism and digital media to her role leading on AMHF's communications.

**SHARON PHILP**  
ADMIN OFFICER  
Sharon is a highly experienced administrator who plays a vital role supporting the work of the board, the staff and volunteers.

**OUR MEMBERS**  
AMHF's membership currently comprises:  
  
28 Organisational Members  
30 Individual Members  
4 Life Members

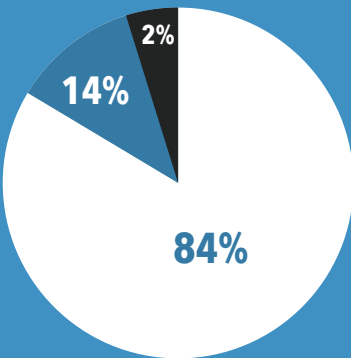


# FUNDING THE MEN'S HEALTH SECTOR

## AMHF FINANCIALS

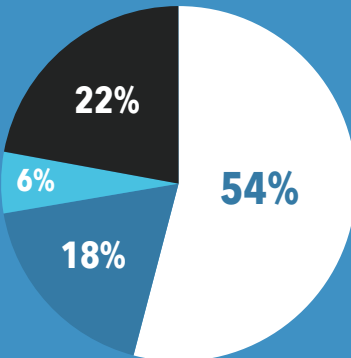
AMHF traces its roots back to the first National Men's Health Conference in 1995, although we didn't become AMHF until 2001. For most of this time AMHF has been a voluntary organisation run by a dedicated team of professionals drawn from the men's health sector across Australia.

In 2017 we received three years of funding from the Commonwealth Department of Health and have employed a small team of paid staff for the first time in our history. The following section provides an overview of our income and expenditure since receiving Government funding in May 2017 up to the end of the financial year in June 2019.



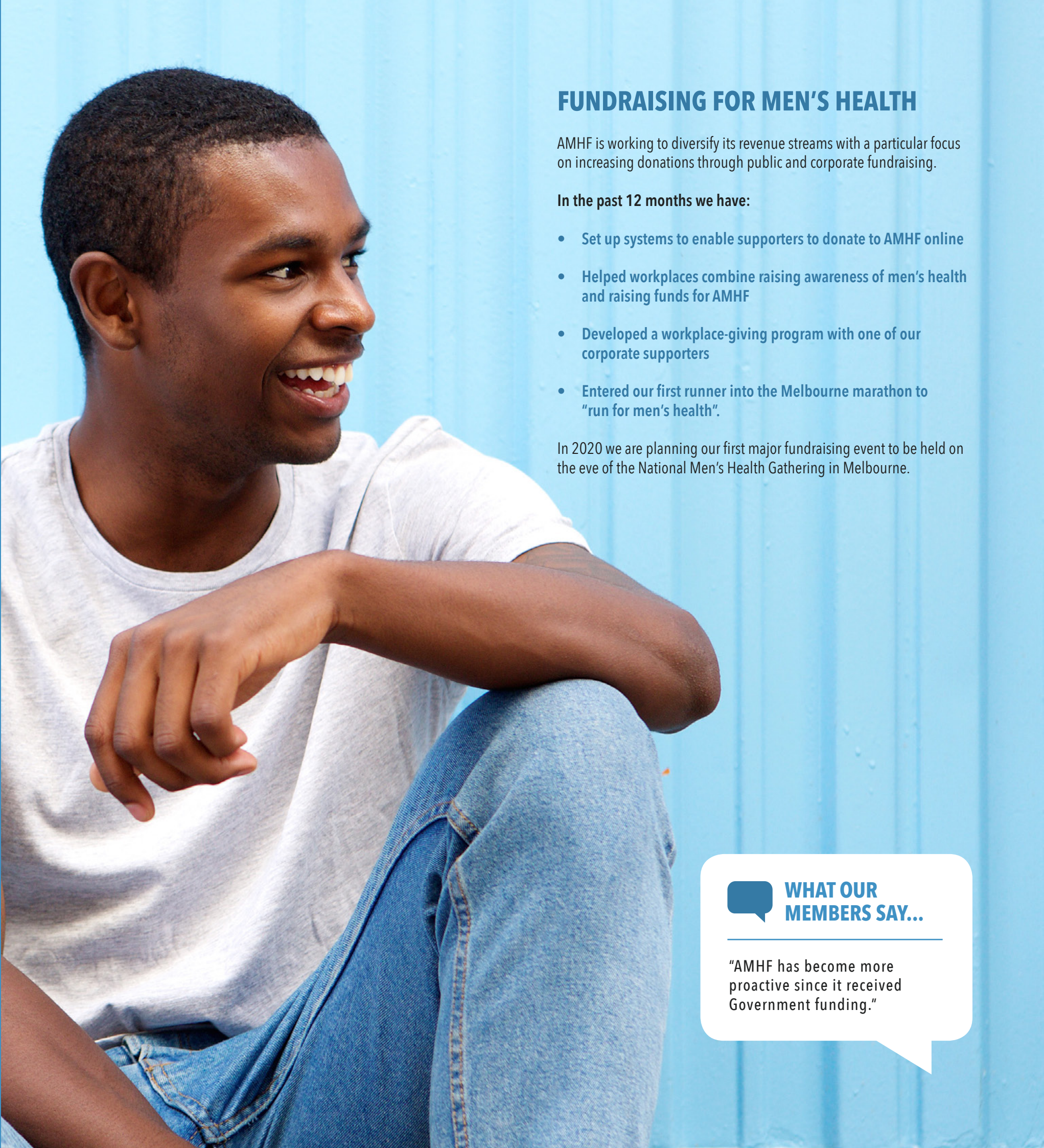
**INCOME MAY 2017 - JUNE 2019**  
TOTAL INCOME **\$910,954**

- GRANTS DEPARTMENT OF HEALTH **\$760,000**
- GATHERING **\$128,213**
- OTHER **\$22,741**



**EXPENDITURE MAY 2017 - JUNE 2019**  
TOTAL EXPENDITURE **\$646,049**

- STAFFING **\$349,521**
- GATHERING **\$117,727**
- OPERATIONS **\$142,875**
- ADMINISTRATION **\$35,926**



## FUNDRAISING FOR MEN'S HEALTH

AMHF is working to diversify its revenue streams with a particular focus on increasing donations through public and corporate fundraising.

In the past 12 months we have:

- Set up systems to enable supporters to donate to AMHF online
- Helped workplaces combine raising awareness of men's health and raising funds for AMHF
- Developed a workplace-giving program with one of our corporate supporters
- Entered our first runner into the Melbourne marathon to "run for men's health".

In 2020 we are planning our first major fundraising event to be held on the eve of the National Men's Health Gathering in Melbourne.



### WHAT OUR MEMBERS SAY...

"AMHF has become more proactive since it received Government funding."



# A HEALTHIER FUTURE FOR MEN & BOYS

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## A HEALTHIER FUTURE FOR EVERYONE

[AMHF.ORG.AU](http://AMHF.ORG.AU)

 **AMHF**  
AUSTRALIAN MEN'S HEALTH FORUM