



June 2024

# 360info Impact Report



## Executive Summary

The world's information ecosystem is flooded by poor quality information, misinformation and missing context that amounts to a serious threat to the well-being of societies and democracies worldwide. Yet there is a viable and achievable way to help counter this crisis. It requires an urgent and historic repositioning of the world's universities to be a trusted provider of evidence and research-driven information. A new Fifth Estate which leverages the academy's enduring commitments to codes of conduct, integrity, freedom of independent inquiry, and research to benefit society. That repositioning of the university is at the core of 360info. Effectively a 'Research Reuters', it is a partnership between scholars worldwide, the 360info editorial team and global newsrooms.

360info is not focused on chasing breaking news, instead it applies knowledge through research to address real world challenges like climate, water, food, energy, disease, or misinformation. It is the missing essential context that can help society better understand the problems we face and how we might deal with them. To unlock that knowledge requires professional editors to translate it into understandable language and engaging stories produced for use and delivered to 1,170 journalist subscribers and 1,400 newsrooms worldwide - for free. As a supplier of factual information to newsrooms requires an assurance that 360info operates at the highest editorial standards. Our working practices and [Charter](#) was audited by the US-based trust ratings agency, NewsGuard, and recognised with a 100/100 perfect rating. Others to achieve that score include The New York Times, Washington Post and The Guardian.

### RESULTS

Since our launch two years ago, 360info editors have worked with 1,300 academics from 500 universities to co-produce 1,400 articles carried by 320 outlets in 115 countries.

By working to support all media outlets, 360info's global distribution network has built a potential monthly audience of 92 million.

No such independent editorial service has done that. Nor can any university's promotional and community outreach efforts come close to matching the impact outlined in the following pages.

### MUCH MORE TO DO

Through seed funding provided by Monash University, 360info has established strong foundations in its first two years. It has established a defined editorial purpose. However, 360info requires further support to build the global service and roll out regional university hubs in Europe, the Americas, and Africa. We will build on our Indo-Pacific footprint to bring in the thinking and research from universities in the Global South as well as North and provide 360info content to publishers and broadcasters in all parts of the world. It is a commitment to provide a public equity service that does not discriminate on a newsroom's ability to pay.

### INVESTMENT INVITATION

The purpose of this document is to invite investment to support the sustainability of the service and to build on the momentum of the first two years. We invite universities, and 360info's partners at CSIRO, NHMRC and the Australian Research Council to share in the ownership and control of 360info with Monash. And between those partners contribute to setting its strategic direction to deliver the global wire service remit.

For universities, the investment in 360info extends their global reach and profile, impact and influence - powerful weapons in the contest to attract students, staff, and funding and to improve global rankings.

Partnership with 360info returns a community dividend to the public for its investment in the university and research community. Through the strategic partnership with the Australian Research Council, 360info supports its requirement to "concern itself with the impact of research, in terms of the quality of engagement between researchers and end-users and the benefits that research has for Australia and Australians".

That partnership approach also applies to 360info's work with CSIRO and the National Health and Medical Research Council (NHMRC) whereby we have jointly commissioned relevant content for

distribution to the wider community.

Those partnerships place universities and the research community at the heart of resolving the crisis in journalism and the supply of trusted, credible, evidence and science-driven information. And demonstrates a commitment to the challenge set by Australia's Education Minister Jason Clare that "universities demonstrate the societal benefits of research beyond the academic community". That requirement is equally required by Industry and Science Minister Ed Husic for "CSIRO to better place science at the forefront of decision making and contributing to the benefit of society".

## Partnership Benefit Snapshot

### EXPERIENCE

- Enriching student and faculty experiences through internships and mentoring
- Professional development programs and masterclasses for academics to encourage thought leadership and more effective, accessible communication
- Access to industry experts and specialised mentors

### REACH

- Access to publication in global media
- Elevated brand presence and credibility globally, particularly in key South and Southeast Asian markets
- Increased research dissemination and accessibility by broader audiences
- Expansion of reach and influence in key regions

### RANKINGS

- Tangible benefits of increased performance in Times Higher Education World University Rankings

### IMPACT ANALYTICS

- Access to 360info impact analytics dashboard

### REPUTATION

- Alignment with government demand that Universities "demonstrate the societal benefits ... of research beyond the academic community"
- Ability to demonstrate SDG alignment
- Combatting misinformation by increasing the quality of content and protecting democracy
- Reputational recognition for supporting media diversity in Australia

## The 360info Mission

**360info's mission is to bridge the gap between academic research and societal impact while combatting misinformation and advancing the United Nations Sustainable Development Goals (SDGs).**

Our team curates original research and informed content from the international university community highlighting its relevance, cross-cultural perspectives, and impact in enhancing democracies and informing citizens.

We're committed to restoring a damaged media landscape through the provision of reliable, credible, and factual information as essential context on the world's most pressing challenges. With newsroom resources increasingly stretched, our stories, explainers and multimedia are available for free, to any publisher or broadcaster on a non-exclusive basis.

**The following principles guide our mission:**

### Research Impact

360info serves as a platform to showcase the critical contribution of research to society in answering global challenges, demonstrating relevance and enhancing reach and impact.

### Considered News

360info goes beyond the 'what' of the 24/7 news cycle with a considered, solutions-focused 'slow news' approach,

emphasising the 'why' and 'what next'.

### High-Value Information

360info produces and distributes high-value, factual information, edited and curated to ensure our solutions-focused content is accessible and accurate. ensure our solutions-focused content is accessible and accurate.

### Cross-Cultural Perspectives

360info provides a balanced worldview by gathering perspectives from international experts with diverse backgrounds, facilitating cross-border and cross-cultural dialogue.

### Equitable Access

360info believes in the fundamental right of citizens everywhere to access accurate and reliable information and provide open and free access to high-quality content.

### Rebalancing the Media

360info equips journalists with reliable, credible, dependable, and factually accurate information and makes it available to the largest possible audience to combat misinformation and protect democracy.

“**WE FACE THIS DISINFORMATION CRISIS AND AT THE SAME TIME WE HAVE THE CRISIS OF PEOPLE NOT SEEING THE VALUE OF FUNDAMENTAL RESEARCH. THE WAY TO ATTACK BOTH OF THESE PROBLEMS IS BY DISSEMINATING THE CONTENT AND SHOWING ITS SOCIAL VALUE.**”

– PROFESSOR SIMON WILKIE, DEAN, FACULTY OF BUSINESS AND ECONOMICS, MONASH UNIVERSITY.

## 360info By The Numbers

Thanks to Monash University's funding and support, 360info has been able to achieve substantial growth since launch. We're incredibly proud of our contribution to academia, journalism and society so far, but to achieve our mission we must to grow. This will require support from an additional university in a position to become a global leader in research impact, the provision of essential context and the protection of democracy.

## HERE'S A LOOK AT OUR KEY CONTENT STATISTICS:

### GLOBAL PRESENCE

Southeast Asia Hub (Kuala Lumpur and Jakarta) – **4 editors**  
 South Asia Hub (Delhi) – **5 editors**  
 Europe Hub (Milan and Athens) – **2 editors**  
 South Pacific Hub – **coming soon**

### PARTNERSHIPS

**11** university partners host **17** commissioning editors for 360info  
**1,170 journalists and 1,400 newsrooms** receive on-demand content

### CONTENT SNAPSHOT

**1,318** authors since launch  
**1,408** articles published  
**497** participating institutions  
**320** publishers  
**115** countries

Direct content subscribers increased by **57% in 2023** from **1,010** to **1,588**

Public newsletter subscribers **doubled in 2023**, from **596** to **1,044**

### TRUST

Highest NewsGuard rating of **100/100**  
 One of very few Australian outlets to receive a perfect score.  
 Other prominent organisations rated 100/100 by NewsGuard include:

- The New York Times
- The Washington Post
- The Guardian

[CLICK FOR THE 360INFO VISION](#)

## Partnership Impacts



### GROW YOUR IMPACT

Elevate your brand presence beyond PR to achieve more reach and higher impact by leveraging 360info's extensive network and provide more meaningful content to more relevant audiences.



### ENGAGE NEW COMMUNITIES

Expand reach and influence by forging new connections with media partners, research institutions, and industry stakeholders.



### MEASURE YOUR IMPACT

Demonstrate tangible reach, impact and influence and optimise outreach efforts using 360info's impact reporting metrics.

**360INFO CONTENT REACHES 92M PEOPLE AROUND THE WORLD EACH MONTH\***



### UNLOCK FUNDING

Unlock more ARC, government and industry funds by proving the value of research and helping demonstrating its impact on diverse audiences in accessible forms.



### BOOST REPUTATION & RANKINGS

Higher Education Ranking metrics favour universities with high-impact research and those supporting UN Sustainable Development Goals which are part of 360info's Charter.



### SECONDARY STUDENT ACCESS

Access a potential new path to student enrolment via 360info's future classroom resource which will give secondary students visibility of partner university activities and outputs.

**82% OF PROSPECTIVE INTERNATIONAL STUDENTS CONSIDER SUSTAINABILITY AN IMPORTANT FACTOR IN CHOOSING A UNIVERSITY**



### ACCESS NEW INTERNATIONAL STUDENTS, INVESTORS & PARTNERS

Reach potential students, investors, and partners in 115 countries across the Indo Pacific and India.



### LEAD IN SUSTAINABILITY

Be a leader promoting positive change and much-needed progress through 360info's solutions-focused content that directly addresses sustainability initiatives.



### PROTECT LOCAL VOICES

Preserve local journalism that relies on 360info and its partner universities for diverse content to safeguard the integrity of public discourse.

**WITH FIVE EDITORS, 360INFO HAS THE LARGEST PRESENCE IN INDIA OF ANY AUSTRALIAN NEWS OUTLET**



### BUILD INFLUENCE

Align directly with the University Accord findings, Carnegie Engagement Australia's objectives, and the Federal Government's stated aim of improving the dissemination of research to wider communities to amplify societal impact.



### ENHANCE STUDENT & STAFF EXPERIENCES

Give students practical skills and industry exposure through 360info's tailored internship programs and mentorships. Access to professional development for early/mid career researchers.



### COMBAT MISINFORMATION

Contribute to the promotion of informed decision-making and evidence-based discourse, strengthening societal resilience against misinformation and preventing the erosion of democracy.

**A TIPPING POINT FOR DEMOCRACY, 2024 HAS THE MOST NATIONAL ELECTIONS IN HISTORY**

## Challenges & Opportunities

BRIDGING THE GAP BETWEEN RESEARCH EXCELLENCE & REAL-WORLD IMPACT

THE CHALLENGE	THE OPPORTUNITY
<p>Education Minister Jason Clare has underscored a critical need for universities to better showcase the economic, commercial, environmental, social, and cultural impacts of research.</p>	<p>360info reaches a truly global audience, amplifying the impact of research in line with the Accord and Government directives. Partner universities gain privileged access to a global pool of media partners to showcase their research through a trusted, independent platform.</p>
<p>Each of 360info's published articles reach an average monthly audience of over 2.2 million people around the world*.</p>	

<p>Only a fraction of research findings reaches policymakers or the public as reflected in Australia's disappointing ranking on the global innovation indices.</p>	<p>360info assists universities to fulfil their responsibility to share knowledge beyond academic circles, amplifying their research in ways that resonate with policymakers, industries, and communities to drive innovation.</p>
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<p>The Universities Accord recommends the establishment of a 'Solving Australia's Challenges Fund' to reward universities that demonstrate effective use of their research expertise, capability and application of their research findings to big national challenges by governments, business and industry.</p>	<p>Partner universities receive access to 360info's impact reporting metrics, allowing them to track and measure the reach and influence of their research publications and better measure the value of media coverage gained.</p>
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Our 360info Impact Dashboard offers partner universities a comprehensive tool to gain insights into their research dissemination and audience engagement.

<p>Universities are becoming more reliant on industry and non-government funding which has more than doubled since 2000, so must prove their impact to a rapidly expanding audience.</p>	<p>360info's extensive network strengthens the visibility and impact of research, contributing to a university's reputation as a leader in innovation and problem-solving, and a key contributor to societal advancement, attracting new partners and opening up funding opportunities.</p>
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\* Average republished story audience reach April 1 – 30, 2024



**“THE TIME IS NOW FOR UNIVERSITIES TO SHOW THEIR PUBLIC WORTH AND TO COLLECTIVELY SOLVE THE PROBLEMS OF THE WORLD. UNIVERSITIES SHOULD BE LEADERS.”**

**– PROFESSOR KIM CORNISH, FOUNDING DIRECTOR OF THE TURNER INSTITUTE, BRAIN AND MENTAL HEALTH.**

## Challenges & Opportunities

TURNING ACADEMIC EXCELLENCE INTO TANGIBLE SOLUTIONS THAT SOLVE PRESSING GLOBAL CHALLENGES

THE CHALLENGE	THE OPPORTUNITY
<p>Universities are under pressure to prioritise sustainability initiatives. <b>82% of prospective international students consider sustainability</b> an important factor when choosing where to study. This underscores the importance of effective communication and engagement that showcases ESG commitments to a global audience. Evidence of <b>SDG alignment is also a key metric now used in University Impact rankings.</b></p>	<p>360info's areas of focus align with the UN's Sustainable Development Goals, <b>allowing universities to promote their research relating to ESG and the SDGs</b> and for researchers to amplify the impact of their evidence-based solutions. These are distributed to audiences around the world including key international student markets.</p>

There is an increasing expectation for universities to contribute to **social cohesion and climate** issues among other SDGs. This requires international collaboration to develop best practices and address challenges on a global scale.

Collaborating with 360info fosters knowledge exchange across five continents, allowing universities to further **engage with diverse perspectives, share best practices, and participate in cross-sectoral dialogues** aimed at addressing complex sustainability challenges.

## Challenges & Opportunities

ENHANCING GLOBAL VISIBILITY AND REPUTATION WITH DIRECT ACCESS TO INTERNATIONAL COMMUNITIES

THE CHALLENGE	THE OPPORTUNITY
In the context of Australia’s <b>strategic shift towards diversifying its international student market and expanding global engagement</b> , universities must enhance their visibility and reputation. Achieving this requires effective communication and engagement with key markets, particularly in the Indo-Pacific region.	With a network in 115 countries including a dedicated team of five editors in India – more than any other Australian news outlet – alongside editors in Malaysia, Indonesia and the Pacific, 360info is strategically positioned to tap into critical markets for Australian universities and the government, fostering collaboration and engagement in each market.
Changes to funding structures within the 2024 Accord will mean <b>universities will be increasingly reliant on international students, research partnerships and philanthropy</b> to make required contributions to the Higher Education Future Fund.	360info’s work enhances universities’ brand recognition, differentiating them on an international stage as they address global challenges <b>exposing institutions to more students, partnership and funding opportunities.</b>
<b>Reputation and ranking are among the top factors for students choosing a university.</b> 60% of the indicators that affirm a University’s Times Higher Education Rankings are made up of research outcomes – a large portion of that coming from a university’s research reputation.	360info’s dissemination of high quality research outcomes supports universities to share their knowledge with the world at a scale that no other avenue of communications can achieve, <b>increasing the reach and impact of research</b> and giving partner institutions a competitive edge.

**The government has a major focus on news in the Pacific region** where weak media models and a lack of resources have led to a culture of misinformation, hindering the ability to address pressing challenges effectively including China’s increased presence in the region.

360info’s collaboration with key stakeholders in the Pacific region aims to address challenges faced by news organisations through collaboration, strengthening media models and **contributing to building of a more robust media ecosystem.**

## Challenges & Opportunities

INCREASING VALUE FOR STUDENTS WITH HANDS-ON INDUSTRY EXPERIENCES

THE CHALLENGE	THE OPPORTUNITY
<b>To meet Australia’s future skills needs, it is imperative to address the student experience and ensure that universities are seen as positive contributors to society.</b> Failure to do so could hinder the country’s ability to develop a skilled workforce and remain competitive on a global scale.	<b>360info partner universities benefit from tailored internship programmes</b> and professional development opportunities for students and faculty members, fostering valuable industry experience and skill development. Through collaborations with 360info, universities can offer students hands-on experience in journalism, data visualisation and research communication, <b>enhancing their employability and professional growth.</b>
There has been a worrying decline in public sentiment towards universities, with fewer Australians expressing confidence in higher education. This decline in positive sentiment could have long-term repercussions for the reputation and viability of Australian universities, <b>emphasising the importance of improving the overall experience of both students and staff.</b>	<b>360info provides universities with access to industry experts and specialised mentors,</b> enriching academic programmes with masterclasses, teaching engagements, and mentorship sessions. By engaging with experienced professionals from 360info, universities enhance the quality of education and <b>equip students and staff with practical skills and insights</b> relevant to the evolving media landscape.



**360INFO EXCELS AT HOOKING INTO THE NEWS CYCLE WHILE DRAWING ON THE VAST RESOURCES AND BRAIN POWER OF A HUGE NETWORK OF ACADEMICS.”**

**- SOPHIE BLACK, EDITOR-IN-CHIEF, CRIKEY (AUSTRALIA)**

## Challenges & Opportunities

COMBATting MISINFORMATION BY PROMOTING EVIDENCE-BASED DISCOURSE ON A GLOBAL SCALE

THE CHALLENGE	THE OPPORTUNITY
<p><b>A devastating rise of misinformation</b> has led to a decline in public trust in traditional media. In a 2023 Trust Barometer survey, only 36% of respondents expressed trust in journalists, with 48% believing that media sources were spreading false or misleading information (BBS Communications, 2023).</p>	<p><b>Collaboration with 360info enables universities to amplify their impact and contribute to restoring public trust</b> in knowledge dissemination, reinforcing their role as trusted sources of information. Considering that the most credible news is now accessible only through prohibitive paywalls (AP4D, 2024), 360info and the universities it works with are crucial in combatting misinformation and disinformation.</p>

**The loss of accessible and diverse news sources is a threat to informed public discourse and ultimately, democracy.** Meta's decision to remove news from its feeds in Australia, following a similar move in Canada - and the potential for Google to do the same - is raising concerns about further restricting public access to credible information, with a diverse range of factual news sources being replaced with content from unchecked, ill-informed, and often unsafe voices.

**360info assists universities and newsrooms promote informed decision-making** by using research outputs to create verified content to ensure an evidence-based discourse, promoting societal well-being and progress. 360info has the highest possible NewsGuard score which independently assesses the credibility and transparency of a media outlet.

“**THE WORK BRINGS A KEEN ANALYTICAL EYE TO INTERNATIONAL EVENTS AND IDENTIFIES PATTERNS ACROSS BORDERS, GIVING US THE OPPORTUNITY TO MEANINGFULLY EXPAND OUR COVERAGE.**”

- JAHNAVI SEN DEPUTY EDITOR, THE WIRE (INDIA)

## Challenges & Opportunities

SUPPORTING LOCAL VOICES UNDER THREAT

“**OVER 200 NEWSPAPERS HAVE CLOSED AND HUNDREDS OF JOURNALISM JOBS HAVE BEEN LOST. THERE ARE 21 LOCAL GOVERNMENT AREAS WITHOUT COVERAGE FROM A SINGLE LOCAL NEWSPAPER, EITHER PRINT OR ONLINE, INCLUDING 16 IN REGIONAL AUSTRALIA... SO WHAT WENT SO WRONG? HOW DID WE GO FROM A 'NEW ERA' TO 'MARKET FAILURE' IN THREE YEARS?**”

- HON MICHELLE ROWLAND MP, 'DEALING AWAY OUR DIVERSITY', OCTOBER 19, 2020.

THE CHALLENGE	THE OPPORTUNITY
<p>The journalism landscape is rapidly changing, with newsrooms shrinking and job cuts escalating globally. In Australia, this trend has hit communities hard, with <b>nearly 300 newsrooms downsizing or closing since January 2019, leaving many areas without local news outlets.</b></p>	<p><b>By supporting 360info, universities can help preserve local journalism,</b> allowing for the provision of a diverse range of high-quality factual verified content relevant to the communities they operate in, completely free.</p>

These challenges extend beyond Australasia, with the United States witnessing a staggering loss of over 20,000 media jobs in 2023 alone. This highlights an **urgent need to address the factors contributing to the decline of journalism and its impact on public discourse and community engagement** and, for institutions that are able, to support diminishing news operations around the world.

360info gives universities the opportunity to harness greater community involvement and connection by stepping into the void left by shrinking newsrooms. **Partnering with 360info facilitates community engagement and networking opportunities,** enabling meaningful connections with media partners, research institutions and industry stakeholders.

## Potential Future Opportunities

In addition to seeking funding from universities, 360info is planning to launch commercial opportunities to build sustainable revenue sources and future industry relationships with universities, media and our mission.

### 360CONSULT

With access to a global pool of research experts and specialists across disciplines, 360consult enables organisations to gain unique insights and solutions to their current challenges. 360consult collaborates closely with clients to understand their research needs, objectives, and target audience. It offers a suite of premium services including global research scoping reports and qualitative deep-dive interviews with subject matter experts to provide recommendations to clients seeking informed guidance based on research, evidence, and expert insight.



**360INFO HAS BEEN VERY, VERY USEFUL IN HELPING BOTH INDIVIDUAL ACADEMICS AND ACADEMIC INSTITUTIONS IN AUSTRALIA DEMONSTRATE TO A BROADER AUDIENCE WHAT THEY DO AND THE VALUE OF THEIR WORK.”**

**- PROFESSOR RICHARD HOLDEN, DIRECTOR OF THE ECONOMICS OF EDUCATION KNOWLEDGE HUB, UNSW**

### RESIDENCY INTERNSHIPS

A series of training workshops and seminars, such as “Writing for Impact,” aimed at researchers, academics and content creators, providing valuable skills and insights. Additionally, offering certifications or accreditation for completing these training programmes could enhance their appeal and value to participants.

### INTERNSHIPS AND PROFESSIONAL DEVELOPMENT

Partner universities benefit from tailored internship programmes and professional development opportunities for students and faculty members, fostering valuable industry experience and skill development. Through collaborations with 360info, universities can offer students hands-on experience in journalism, data visualisation and research communication, enhancing their employability and professional growth.

### EVENTS, PANELS, AND WEBINARS

Themed events, panels, or webinars hosted by major donors or sponsors, akin to TEDx-style events. These events would facilitate meaningful discussions on pressing societal issues, creating opportunities for collaboration and engagement within the community. By partnering with universities, research institutions, and industry experts, 360info can curate insightful discussions that align with its mission and values, attracting a diverse audience and enhancing its credibility and that of its partners in thought leadership.

### 360INFO AS A CLASSROOM RESOURCE

While still in development, 360info is working to offer the service as a valuable classroom resource for teachers and pupils in years 10, 11 and 12. The proposal is in discussion with three Melbourne high schools. In addition, 360info will offer modules that build and promote media and civic literacy, focusing on

the importance of reliable information, media ethics, and responsible sharing of news. Basic access to the digital platform would be free but premium content such as video tutorials and advanced learning modules would be accessible with an annual subscription.

By partnering with schools and universities, 360info can expand its reach and impact and give partner universities more visibility in secondary schools leading to a potential for an increased student load.

This exposure to the use of a platform written exclusively by university researchers provides students with exposure to what universities do, the courses they teach, specialists to follow, and potential courses to study and career opportunities.

### 360 CUSTOM CONTENT

Short-staffed newsrooms can commission 360info to supply content to suit their

requirements. Use is limited for genuine editorial purposes - not as advertorial/PR.

### 360IMPACT

The 360info wire service has built a global distribution service supporting and improving the world’s media ecosystem. To report on the audience for 360info content, we have built a proprietary impact reporting tool - 360impact.

The 360impact product (the beta version is still under development) will be made available as a commercial service for other universities and media distribution partners, via a subscription or licensing agreement. This highly bespoke impact reporting service combines media analytics, scholarly metrics and trend analysis to ensure comprehensive coverage and robust functionalities that meet the evolving demands of both academia and media intelligence.



**360INFO GIVES US THE OPPORTUNITY TO DEVELOP NEW PARTNERSHIPS AS PEOPLE READ OUR WORK AND CONTACT US. IT GIVES US MORE OF A GLOBAL REACH, STRETCHING BEYOND THE BORDERS OF AUSTRALIA.”**

**- PROFESSOR KIM CORNISH, FOUNDING DIRECTOR OF THE TURNER INSTITUTE FOR BRAIN AND MENTAL HEALTH**



## 360info Strategic Horizons

### 2024

#### Global Team Growth

Expand the South Asia team from 5 to 8-10 members. Secure funding for additional editors in Southeast Asia, the Pacific Region, Europe, and the USA.

#### Editorial Output

Increase special report packages from 3 to 5 per week. Enhance content with timely contributions and richer media.

#### User Base Expansion

Increase Newshub content user registrations to 2,000-2,500 with 400 active users.

#### Partnership Development

Arrange workshops with research teams and directors at partner universities to map research priorities and commission areas.

#### Education Initiatives

Develop education modules on misinformation. Offer internships and training workshops.

### 2025

#### Global Network Establishment

Continue to expand partnerships and editorial hubs globally.

#### Editorial Excellence

Increase output to 8 special report packages per week. Improve turnaround time and media richness.

#### User Engagement

Further grow content users to 5,000, with 1,000 actively publishing.

#### Business Development

Expand paid Research and Consultancy services. Finalise Impact Measurement Dashboard product.

#### Education and Training

Strengthen engagement with universities and educational programs.

### 2026

#### Global Presence

Establish editorial hubs in every major region - including North and South America, Europe, Africa, and the Middle East in addition to South Asia, Southeast Asia and Oceania (Aus, NZ and Pacific).

#### Australia-wide

Editors are hosted at universities across the nation.

#### Editorial Output

Achieve a consistent output of at least 10 special report packages per week.

#### Team Expansion

Reach a team size of 40-50 members.

#### User Adoption

Maintain 5,000 content users, with 1,000 actively publishing content.

#### Funding Sustainability

Secure funding from universities and philanthropic sources for commissioning editors.

#### Premium Services

Further develop the premium services leveraging the global wire service.

### LONG TERM

#### Sustained Growth

Grow global presence with a diverse team and strong partnerships.

#### Editorial Leadership

Recognition as a leading source of comprehensive, timely, and rich media content.

#### User Community

Foster an engaged community of content users and contributors.

#### Financial Stability

Diversify revenue streams and ensure sustainable funding sources.

#### Educational Impact

Continue to promote media literacy and increase training opportunities globally.

## Case Study 01

MONASH UNIVERSITY

### BACKGROUND

Monash University, renowned for its commitment to research excellence and societal impact, has strategically partnered with 360info to amplify its global visibility and thought leadership. As a leading institution in the Australian educational landscape, Monash played a pivotal role in the inception and operation of 360info, aligning with government directives emphasising the societal benefits of research dissemination beyond academia.

### KEY POINTS

- Collaborative Success:** Monash University's collaboration with 360info has significantly enhanced its thought leadership and global impact, with 10% of the platform's commissions originating from Monash.
- Global Reach:** Monash's commissions on 360info engage over 300 newsrooms worldwide, potentially reaching 92 million readers each month, thereby amplifying the university's global visibility.
- Strategic Partnerships:** Through 360info, Monash fosters partnerships with key stakeholders like ARC and CSIRO,
- reinforcing its position as a global leader in research and education.
- Regional Focus:** 360info aligns with Monash's global strategy, particularly in the Indo-Pacific region, facilitating collaborations and addressing regional challenges effectively.
- Academic Enrichment:** 360info offers invaluable opportunities for Monash staff and students, including internships, teaching engagements, and professional development, enriching the university's academic environment and fostering interdisciplinary collaboration.

### IMPACT

Monash University's partnership with 360info amplifies its research excellence and education capabilities and strengthens its international network and global brand, positioning it as a leader in addressing societal challenges and contributing to sustainable development goals.



**THE ARC OFFERS A LOT OF GRANTS, BUT THEY DON'T ALWAYS SEE THE IMPACT. 360INFO SHOWCASES THIS IMPACT AND SHEDS UNDERSTANDING ON THE USE OF ARC GRANTS, THE LONG-LASTING IMPACTS AND POTENTIAL ADVANTAGES MOVING FORWARD."**

**- PROFESSOR MIKE RYAN, PRO VICE-CHANCELLOR RESEARCH, MONASH UNIVERSITY**

## Case Study 02

AUSTRALIAN COMMUNITY MEDIA

### BACKGROUND

Australian Community Media (ACM) is one of Australia's largest regional media companies, with a network of over 100 newspapers and digital platforms ranging from small rural publications to larger mastheads like The Canberra Times. ACM outlets are crucial sources of information and connection for regional and rural communities across Australia, contributing significantly to the diversity of the country's media landscape.

### KEY POINTS

- Diversification of Editorial Offering:** Collaboration with 360info enables ACM to offer its audiences a broader range of topics and perspectives in conjunction with traditional local news coverage, enhancing its value proposition to readers.
- Provision of Free Content:** In an era of increasing financial pressures on local media outlets, the ability to access free content from 360info represents
- a significant cost-saving opportunity for ACM. This arrangement allows ACM to maintain its editorial standards and continue delivering valuable content to its readership without incurring additional expenses.
- Increased Capacity:** On request, 360info has collaborated with ACM to produce specially commissioned content on topics of particular interest to ACM audiences, thereby directly bolstering newsroom capacity.

### IMPACT

Our stories have been republished by ACM outlets 2,200 times since launch, allowing their mastheads to showcase content that they would otherwise not have capacity to produce and run, broadening the range of topics and viewpoints available to their audiences. Ultimately this sustains and elevates ACM's role as a vital information source within regional communities, mitigating the risk of news deserts and preserving local journalism across Australia.



**AUSTRALIAN COMMUNITY MEDIA HAS RELIED ON OUR 360INFO PARTNERSHIP FOR TOPICAL AND INSIGHTFUL ARTICLES TO INFORM OUR READERSHIP SINCE 2021. THE PARTNERSHIP HAS PROVIDED A MUTUALLY REWARDING BENEFIT WHEREBY ACM HARNESSSES 360'S ANALYTICAL, INFORMATIVE AND THOROUGHLY-SOURCED APPRAISALS OF TOPICAL NEWS EVENTS."**

**- PETER ANGELOPOULOS, NATIONAL DIGITAL NEWS DIRECTOR, AUSTRALIAN COMMUNITY MEDIA**

## Case Study 03

INDIA

### BACKGROUND

In India, 360info collaborates with 118 reputable local media outlets including The Times of India and NDTV, reaching a potential audience of over 390 million each year to promote knowledge sharing and collaboration on key regional and global issues. Through strategic partnerships and collaborative initiatives, 360info aims to amplify academic research and promote informed discourse on critical issues facing India and the broader South Asian region.

### KEY POINTS

- **Knowledge Sharing:** 360info facilitates knowledge sharing and collaboration on key issues facing India and the South Asian region, leveraging partnerships with media outlets like The Times of India and The Hindustan Times.
- **Special Reports:** Collaborative efforts with organisations like the Calcutta Research Group result in special reports addressing key issues facing India and the region, reaching millions of readers across various platforms.
- **Relevant Content:** 360info ensures the dissemination of relevant and timely content on issues such as climate change, geopolitics, and societal challenges, contributing to informed discourse and policy development.

### IMPACT

360info's collaboration in India enhances knowledge sharing, fosters informed discourse and contributes to addressing critical issues facing the region, ultimately promoting regional cooperation and sustainable development.



**[360INFO] ARTICLES ARE GETTING USED EXTENSIVELY BY OUR SUBSCRIBERS. I HAVE TO SAY THERE IS STILL HOPE AND ROOM FOR GOOD AND MEANINGFUL JOURNALISM IN THIS INCREASING CACOPHONIC MEDIA ECOSYSTEM."**

**- INDRAJEET RAI, NEWS EDITOR, THE TIMES OF INDIA**

## Case Study 04

THE INDO-PACIFIC

### BACKGROUND

With a potential audience reach of over 132 million thanks to 41 locally based newsrooms including RNZ (Radio New Zealand), The Fiji Times, The Jakarta Post, Malaysia's The Star, and Malay Mail, 360info plays a crucial role in addressing strategic challenges in the Indo-Pacific region by promoting Australia's key soft power assets, including its world-class university sector and independent media. With a focus on fostering collaboration and sharing knowledge, 360info contributes to building a stronger Pacific family and addressing systemic global and local challenges.

### KEY POINTS

- **Regional Engagement:** 360info aligns closely with Australia's renewed regional engagement with the Indo-Pacific, complementing Federal Government commitments and initiatives.
- **Soft Power Utility:** By leveraging Australia's university sector and independent media, 360info promotes collaboration and knowledge sharing in the region, countering misinformation and strengthening media models.
- **Partnership Success:** Strong partnerships with key stakeholders in the region, including PACNEWS, the Pacific Islands Forum and the University of the South Pacific, demonstrate 360info's impact in promoting regional cooperation and addressing strategic challenges.
- **Training and Support:** 360info provides training and support for Pacific media outlets, enhancing their capacity to produce high-quality journalism and contribute to meaningful change in the region.

### IMPACT

360info's collaborative efforts in the Indo-Pacific region contribute to building a more informed and empowered community, fostering regional cooperation, and addressing pressing challenges such as environmental degradation, climate change, and geopolitical instability.



**"WE HAVE RECEIVED PRAISE FROM OUR READERS ON THE POST'S ABILITY TO COVER AND OFFER NEWS AND ISSUES WITH VERY INTERNATIONAL PERSPECTIVES. 360INFO HAS HELPED US IN THIS ENDEAVOUR."**

**- ANDRE ARDITYA, EDITOR, THE JAKARTA POST**

## What Your Contribution Will Do

An investment in 360info provides immediate sustainability and launches growth opportunities that will directly benefit partner universities. With an expanded team we can better monitor editorial oversight, output, production quality and audience impact. We will better amplify our reach and visibility of partners research in key regions like the Indo Pacific, India and Europe.

### GROW OUR GLOBAL HEADQUARTERS

Our Global Headquarters based at Monash University in Melbourne, serves as the nerve centre for 360info's operations. Here, our dedicated team oversees various critical functions including editorial direction, production management, legal compliance, financial oversight, and strategic growth.

A strengthened team will enhance our editorial quality control mechanisms, streamline production processes and allow us to execute our growth strategies to boost output frequency, enabling the team to significantly increase their output.

Increased people power will enable us to extend our global reach, solidifying our position as a leading provider of essential context and knowledge dissemination.

### GROW OUR HUBS

At the heart of 360info lies our editorial team, who with our network of universities, seek out research around the world to turn into compelling content that will provide newsrooms and ultimately the public with essential context about pressing issues. They are currently supported by a single media liaison, who works to grow our media subscribers and increase our reach.



**360INFO IS REMARKABLE BECAUSE IT AMPLIFIES THE RESEARCH FROM YOUR UNIVERSITY AND CATEGORISES IT ACCORDING TO THE SDGS. THIS MAKES IT EASY TO SHOWCASE ESG-SPECIFIC RESEARCH BEYOND ACADEMIC BOUNDARIES."**

**- FELIX GEDYE, DIRECTOR, ENVIRONMENT, SOCIAL & GOVERNANCE (ESG) AND PROJECTS, MONASH UNIVERSITY**

## Most Republished 360info Stories

### GREENING THE CITY TO PREVENT MENTAL ILLNESS

May 25 2022

Republished **105** times  
Republished in **62** countries  
**1,457,860** reach

### ARMS CONFERENCE PUTS TRILLION DOLLAR INDUSTRY UNDER THE SPOTLIGHT

August 22 2022

Republished **99** times  
Republished in **61** countries  
**1,839,324** reach

### INSIDE OUT: WHY BALINESE HOMES ARE SO LOVED

May 25 2022

Republished **98** times  
Republished in **56** countries  
**540,694** reach

### HOW COLD IS TOO COLD? GETTING HOME TEMPERATURES RIGHT

May 25 2022

Republished **97** times  
Republished in **56** countries  
**631,046** reach

## Most Republished SDGs

### 03. GOOD HEALTH AND WELL-BEING

**359** original stories  
**2,464** republished stories

### 09. INDUSTRY INNOVATION AND INFRASTRUCTURE

**218** original stories  
**1,396** republished stories

### 11. SUSTAINABLE CITIES AND COMMUNITIES

**186** original stories  
**1,265** republished stories

### 16. PEACE JUSTICE AND STRONG INSTITUTIONS

**411** original stories  
**1,820** republished stories

### 13. CLIMATE ACTION

**222** original stories  
**1,339** republished stories

### 10. REDUCED INEQUALITIES

**179** original stories  
**1,230** republished stories



One World. Many Voices

<https://360info.org/>