



Annual Report 2019-2020

—
A healthier life
for all men and boys



HEALTHY MALE
ANDROLOGY AUSTRALIA

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Patron: **Prof David de Kretser AC**

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Who is Healthy Male?

Healthy Male is an organisation that helps men and boys lead healthier lives. We achieve this by providing evidence-based, easy-to-understand information on male reproductive and sexual health.

Our aim is to make health information available to everybody, regardless of gender, age, education, sexual orientation, religion or ethnicity, by connecting with men, boys and health professionals around the country.

We bring people together to share the latest in scientific and medical research, and our work fills the gaps between preventive health, health promotion and education needs.

We engage with the Australian public through social media, newsletters and our website, as well as communicating through partner organisations. We combine information around specific conditions with straightforward tips and helpful tools so men can make healthy choices. We also support hundreds of health services, community groups and Men's Sheds across Australia, distributing engaging health messages and quality health information.

For health professionals, we champion an evidence-based approach that encompasses reproductive and sexual health issues and the chronic and related health issues associated with them.

We aim to enhance the current and future workforce capacity in male reproductive health through the development and release of education and training programs for health professionals.

Additionally, we provide best practice guidelines for professional communities.

Healthy Male is supported by the Australian Government Department of Health, and work with state and federal government on strategies and initiatives.

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

Our vision

A healthier life for all men and boys.

Our mission

Promote health and wellbeing in all aspects of life by promoting an evidence-based approach that encompasses andrology and associated chronic and related health issues.

From the Minister for Health



The 2019-20 year was a difficult one for the health of many Australian men. The long running drought was followed by the summer bushfire crisis in the eastern states. Then early in 2020, we were confronted by an emergency not just for our nation but the whole world, in the form of the global COVID-19 pandemic.

The rapid response by the Australian Government, working in unison with the states and territories, and following the best medical advice, kept our people much safer than those in many countries.

Nonetheless, every Australian and every organisation has felt the impact — socially, emotionally and, for many, financially as well.

It was a time when, more than ever, men needed more encouragement to take action to protect their physical and mental health.

Healthy Male worked hard to reach men, raising awareness of the importance of checking their health, and delivering evidence-based information about specific male health issues to the public and to health professionals.

Using online technology to replace face-to-face events, Healthy Male also pushed ahead with its roundtable on paternity issues, and from this developed a policy to improve the way our health system engages with fathers.

Healthy Male developed and hosted a range of webinars on key men's health issues for Men's Health Week in June, presented by medical professionals and academic experts.

This year, the *National Men's Health Strategy 2020-2030* has officially come into effect. I would like to thank again Healthy Male for its excellent work in researching and developing the Strategy, which will guide action over the next decade to help improve the health and wellbeing of every Australian man and boy, especially those experiencing disadvantage.

The Strategy's five priority health issues are mental health; chronic conditions; sexual and reproductive health and conditions where men are over-represented; injuries and risk taking; and healthy ageing.

As a trusted and leading voice in men's health, Healthy Male will make an important contribution to achieving the Strategy's goals. These are to support men to obtain the best possible health outcomes, build the knowledge base about male health, and improve our health system response to the health needs of men and boys.

I congratulate Healthy Male's Board, staff, and their many advisors on another highly successful year. The Australian Government shares Healthy Male's objective of a healthier life for all men and boys. We look forward to working with Healthy Male to achieve this, in the coming years.

A handwritten signature in black ink, appearing to read 'Greg Hunt'.

The Hon Greg Hunt MP
Minister for Health

From the Chair



On behalf of the Board of Directors, I am pleased to present the Healthy Male Annual Report 2019-2020.

Over the past 18 months, we have made two significant changes — we became an independent entity and we undertook a major rebrand leading to the name change from Andrology Australia to Healthy Male.

These coming-of-age changes represent a steady evolution for us as an organisation. Operating as an independent entity gives us opportunities to take a more holistic approach to men's reproductive health and provide an evidence-based approach to how it impacts on, and is impacted by, other health conditions. It means we can continue to develop and grow our partnerships, including those with other health organisations and universities.

We are grateful to Monash University for auspicing and housing Andrology Australia for nearly 19 years. We are particularly indebted to Professor David de Kretser AC, who was instrumental in founding the organisation. David has continued to support us as a long-standing Board Director, and we are delighted that he has now agreed to be our Patron.

We are very proud of our reputation for creating and disseminating evidence-based, trustworthy information. Our rebranding, and its associated activities, will help us disseminate our information to men in a more accessible way.

We are also going through a period of change on the Board. Professor David Handelsman AO, a Board Director since the organisation's inception in 2000, resigned in April this year but remains an integral member of Healthy Male's Scientific and Clinical Committee. Mr David Crawford AO, the previous chair of the Board, also resigned in April. David helped navigate the organisation during a time of significant change. His extensive business experience across various sectors was invaluable during his seven years on the Board. I extend my thanks to both Professor David Handelsman AO and Mr David Crawford AO for their commitment to Healthy Male and the many people that it serves.

The transitions of the organisation that have occurred in the last eighteen months, along with the workplace changes due to COVID-19, have been challenging. We are indebted to our CEO, Simon von Saldern, and the Healthy Male team for their continued hard work, adaptability and focus.

As the new Chair of Healthy Male, it is a privilege to step into David Crawford's shoes. As an endocrinologist and andrologist, I have had an interest in men's reproductive health for over 35 years. Having served on the Board since its inception, I am excited about what the future holds for us as we continue to explore strategic projects and partnerships. With a solid base, a strong and committed staff, and many exciting projects underway, I am honoured to guide our organisation as we continue to realise the vision of a healthier life for all men and boys.

A/Prof Doug Lording AM
Chair

From the CEO



Healthy Male partners with health providers and researchers to share the latest, empirical health information. Over the last 18 months, we've extended our reach by delivering information to men and boys in local communities around the country.

Key highlights

Rebranding our organisation

We rebranded from Andrology Australia to Healthy Male to clearly articulate who we are and what we want to achieve. The rebrand was a great opportunity for us to think about how to achieve our goals and share information.

The rebranding process included a complete overhaul of our website and the expansion of our communication collateral. We rewrote 290 website pages, translating complex information into language that can be easily understood by men and boys from all backgrounds.

National Men's Health Strategy 2020-2030

We are proud to have driven the development of the *National Men's Health Strategy 2020-2030* for the Australian Government Department of Health. Launched in April 2019 by the Minister for Health, the Hon Greg Hunt MP, the Strategy forms part of a national approach to improving health outcomes for all men and boys across their lifespan, with a focus on those at greatest risk of poor health.

Australian Men's Sheds Association

We continued to strengthen our partnership with Australian Men's Shed Association (AMSA). This great, community-based organisation supports over 1,000 Men's Sheds in Australia. Together, AMSA and Healthy Male reviewed, rewrote and revitalised the *Spanner in the Works?* men's health promotion toolkit. We are proud of what we've helped create — a well-researched, accessible 'service and maintenance schedule' and an accompanying presentation toolkit to help men help themselves.

Men's Health Week

As with many events, the 2020 Men's Health Week campaign, 'Why is having good health important to you?', was significantly revised in response to COVID-19. We adapted quickly and embraced a range of digital platforms to share animations, daily articles, webinars, podcasts and interactive events. By taking our communication online, we engaged with audiences over a larger geographic footprint.

Real stories — stories from men, in their own words

Evidence-based information is essential, but hearing from other men with lived experiences, and common challenges, can make all the difference. We included first-person stories on our website and in *The Male* to show men that they're not alone. The topics are often confronting, and we thank the men who stepped forward to share their experiences with conditions, such as prostate cancer, Klinefelter syndrome, erectile dysfunction, diabetes and urinary incontinence.

Stories are powerful. They tell us that we are not alone — that resources are at hand — which is central to Healthy Male's mission.

Simon von Saldern
CEO



Audience-focused change

Our aim is to make information available to everybody, regardless of age, education, sexual orientation, religion or ethnicity.

Over the past few years, we have focused on improving how we engage with men and boys around the country. We're now working to become more accessible and to start two-way conversations.

Changes in communication

We changed our brand to represent the improvement in male health that we hope to see through our work. Leading on from this, we rebranded all our existing information and resources, including:

- 290 webpages
- 33 fact sheets
- 13 clinical summary guides
- five information guides
- four patient assessment tools
- two event and in-clinic brochures
- an Indigenous health event and in-clinic poster.

An accessible website

Our website is now consistent with Australian health literacy standards, which means it can easily be understood by someone with a year 8 literacy level. The site is also easy to navigate and responsive across all devices.

The Freemasons Foundation Centre for Men's Health consumer reference group at The University of Adelaide reviewed a selection of our new content.

- 89% found the content clear and concise
- 91% understood all the terminology used

We also created a written style guide to ensure consistency in our language.

People absorb information in different ways, which is why we started to engage with people through new platforms.

Targeted communication

Our monthly email communications now target our two distinct audiences — health professionals and the general public. Two emails are sent each month, tailored to each audience.

We've replaced our quarterly newsletter with a biannual print magazine, expanding the content to include real stories from real men and articles on male health topics. The magazine also contains a dedicated health professional section.

New channels

In 2018, there were 2.6 million men aged 15 to 29 living in Australia. These young men are tech-savvy; they use multiple devices and spend hours online, but it's hard to grab their attention. This year, we rebranded our social media channels and added Instagram to the mix, to communicate with a younger audience.

We also launched a suite of 31 new health condition videos, which explain reproductive and sexual health conditions in an easy-to-understand and relatable way. Since their release in October 2019, the new videos have stacked up 264,000 views — a 1079% uplift compared to the period prior (22,000 views).

With this new look and a broader focus, we're excited to reach even more men across Australia.

The latest mail on men's health

In 2019, we published our inaugural issue of *The Male*, a magazine that combines engaging stories with the latest health information.

Each issue focuses on a central theme that threads through the articles and stories. The first-person stories have proved to be particularly helpful in removing the stigma around conditions, such as erectile dysfunction, prostate cancer, urinary incontinence and mental health.

The Male also features a dedicated health professional section with topical research reviews, industry updates, clinical case studies and professional development opportunities.

Who's reading *The Male*?

Twice a year, over 13,000 copies are distributed to 10,000 subscribers.

Our subscribers include men, families and friends of men with reproductive and sexual health conditions, university staff and researchers, GP clinics and community groups.



“As a prostate cancer survivor, an ex-board member of both VicHealth and Andrology Australia, and current patron of the Male Bag Foundation, I was delighted to receive the July 2020 issue of *The Male* and read the articles by the Stephens boys. In trying to educate men, this is the best and most insightful material I have ever come across. And I've read everything on this topic!”

David Parkin OAM,
Ex-Carlton football club coach
and *The Male* subscriber

National Men's Health Strategy

Strategy goal

That every man and boy in Australia is supported to live a long, fulfilling and healthy life.

What is the National Men's Health Strategy?

The *Current State of Male Health in Australia: Informing the development of the National Male Health Strategy 2020–2030* was released in April 2019 and builds on the 2010 *National Male Health Policy* with updated statistics and a clear path forward.

Launched by the Hon Greg Hunt MP, Minister for Health, the Strategy identifies specific actions to address health issues throughout men's lives. The aim of the Strategy is to reduce inequities in health outcomes between men and women, and between different groups of men and boys.

The Strategy represents a commitment to:

- empower and support men and boys to optimise their own and each other's health and wellbeing,
- build the evidence base for improving men's health, and
- strengthen the capacity of the health system to provide high-quality appropriate care for men and boys.

Why does Australia need a Strategy?

Generally, Australian men and boys enjoy long, healthy lives. They have an average life expectancy of more than 80 years, the eighth highest in the developed world.

Despite this, Australian men and boys face challenges in their health and wellbeing. They die prematurely, and often from diseases that can be prevented. Aboriginal and Torres Strait Islander men live significantly shorter lives than the majority of the population.

National Men's Health Strategy — Priority health issues

- Mental health
- Chronic conditions
- Sexual and reproductive health, and conditions where men are overrepresented
- Injuries and risk taking
- Healthy ageing

National Men's Health Strategy — Priority population groups

- Aboriginal and Torres Strait Islander males
- Males from socioeconomically disadvantaged backgrounds
- Males living in rural and remote areas
- Males with a disability, including mental illness
- Males from culturally and linguistically diverse backgrounds
- Members of the LGBTI+ community
- Male veterans
- Socially isolated males
- Males in the criminal justice system

How was the Strategy developed?

- We established a project team for the development of the Strategy, conducted an evidence review, and coordinated an extensive national consultation process with the general public, health professionals, researchers, community groups, academics and policy makers.
- We established project parameters and governance, and engaged key stakeholders to inform the evidence review, roundtable discussion and consultations.
- We worked with ten years of health data before authoring the new report. This included identifying all relevant peer-reviewed and grey literature published between 2010 and 2018.

A roundtable consultation process

Following the evidence review, the Nous Group facilitated a roundtable forum in Canberra, with over 60 invited delegates representing diverse health priorities and male interest groups.

We had discussions with State and Territory Health departments, engaged with experts in the field who provided advice on the development of the Strategy, and reviewed submissions from the health sector and members of the community through the Department of Health website to finalise the draft Strategy.

We are proud to have been so closely involved in driving strategic and policy-driven changes to improve the health and wellbeing of men and boys across Australia.

Some of the findings from the review

Within the pages of the report, there are many sobering facts.

- Australian men are more likely than Australian women to die from heart disease, diabetes, lung cancer and bowel cancer
- Prostate cancer is the second most commonly diagnosed cancer in men. Over 16,500 cases were recorded in 2017
- In men aged 20 to 39, testicular cancer was the second most common cancer diagnosis after skin cancer
- Prostate disease and erectile dysfunction have significant impacts on men's physical and mental wellbeing
- Despite the availability of treatment, and preventative measures, the number of men contracting sexually transmitted infections (STIs) is rising
- For Aboriginal men, and men in remote and regional areas, waiting times to see doctors are measured in weeks, not hours

1 in 3 men
experience
some kind of
reproductive
or sexual
health
problem.



Men's Health Week

10–16 June 2019

Visit the Healthy Male website to learn more about men's reproductive and sexual health, download and print fact sheets, and order free hard copy information guides.

healthymale.org.au



HEALTHY MALE
ANDROLOGY AUSTRALIA

Something wrong? Let's do something about it

Men's Health Week 2019 10-16 June

Since 2005, Men's Health Week has worked to heighten awareness of men's health problems across Australia. We have long supported MHW by providing access to health experts and resources.

Men's Health Week aims to:

- increase awareness of men's health,
- encourage government and other institutions to develop health policies and services that meet men's specific health needs, and
- support organisations that service men's health needs by providing resources for events and presentations at a grassroots level.

The 2019 theme, *Something wrong? Let's do something about it*, encouraged men to recognise the importance of their reproductive and sexual health, and to act if something wasn't quite right.

Our campaign ran from 17 May to 16 June and was delivered through social media, digital advertising, e-newsletters, and hard-copy poster distribution among health community groups and workplaces.

Key highlights

Over **39,000 people** visited the Healthy Male website, with **61% identifying as male**

Website users spent an average of **30% longer** on the website than usual

1,189 resources were downloaded from the website

Over **400 hard-copy resource** orders were placed

1.5 million men were reached through digital advertising

Our organic content on Facebook, Instagram, Twitter, LinkedIn, YouTube and Vimeo was seen almost **100,000 times**

883 social media users saved our posts

33% of users opened e-newsletters — up on the health industry average rate of 23%

985 posters were distributed to health services, community groups, workplaces and individuals wanting to promote Men's Health Week

Why is good health important to you?

Men's Health Week 2020

15–21 June 2020

Our 2020 Men's Health Week campaign focused on creating conversations around their health. Our aim was to encourage men to take a holistic approach to their health and to engage in open dialogue about wellbeing.

The coronavirus pandemic created some challenges, but we adapted our campaign to be executed digitally and remotely. Our free digital event series included daily articles, live webinars, podcasts, a Reddit 'Ask me anything' forum, and educational social media posts.

We were excited to see the diversity of the audience, which demonstrated that we're connecting with people across all ages and ethnicities. Our 22 panellists were inundated with audience questions and relished the opportunity to speak to people, live, during the webinars. There were many questions that we didn't have time to answer, confirming our belief that there is a real thirst for knowledge around men's health.

Questions posed during the week were varied and insightful. They included:

- How do stress and not sleeping well affect male fertility? Is there a connection?
- Can BPA cause problems with trying to conceive?
- How long should I wait after chemo to try and get pregnant with my partner?
- Can watching too much porn cause erectile dysfunction?

MEN'S HEALTH WEEK 2020

Why is good health important?

“My father told me to ‘Be healthy, don’t make the mistakes I made’ ”

Tony 52



Key highlights over the week

52,000 people visited the website throughout the campaign, with **61%** identifying as male

1,541 resources were downloaded from the website

900,000 men were reached through digital advertising

Content on Facebook, Instagram, Twitter, LinkedIn, YouTube and Vimeo was seen almost **2 million times**

1,186 people participated in the webinars, podcasts and Reddit AMA

32% of users opened emails — up on the health industry average rate of **23%**

Our live Men's Health Week activity schedule

Monday 15th June	The future of fertility	Prof Rob McLachlan AM Prof Moira O'Bryan Prof Sarah Robertson	Webinar via Zoom, Facebook Live and YouTube
Tuesday 16th June	Real talk — diabetes and sex	A/Prof Carolyn Allan Dr Michael Lowy Ms Dell Lovett (Primary Health Care Nurse)	Webinar via Zoom, Facebook Live and YouTube
Wednesday 17th June	Everything you want to know about male fertility	Prof Rob McLachlan AM Dr Magdalena Simonis Dr Karin Hammarberg Dr Anna Watts Dr Justine Lowe Dr Ie-Wen Sim	Reddit AMA
Thursday 18th June	Body health and mental health — how one affects the other	Prof Suzanne Chambers AO Michael Shafar (Comedian and testicular cancer survivor) Tom Bell (Tomorrow Man Facilitator) Isaac Xavier (Health Coach) Sam Fredericks (On the Line CEO)	Webinar via Zoom, Facebook Live and YouTube
Friday 19th June	Everything you want to know about male sexual health treatments	Dr Gideon Blecher	Webinar via Zoom, Facebook Live and YouTube
Saturday 20th June	Active at any age	David Ireland, The Wildlife Man Jason Skennerton (Exercise Physiologist)	Podcast via Spotify
Sunday 21st June	You look after your car, so why not your health?	Stuart Torrance (Australian Men's Shed Association Health Project Officer) David Reynolds (V8 Supercar Champion)	Podcast via Spotify

Spanner in the Works?

In early 2019, Healthy Male and Australian Men's Shed Association (AMSA) partnered to review and refresh the *Spanner in the Works?* men's health promotion toolkit.

Originally developed by AMSA in 2010, *Spanner in the Works?* is a suite of resources that promotes the importance of monitoring your health, identifying and responding to health issues early, and organising regular check-ups.

The use of a car analogy is a simple and effective way to communicate the importance of looking after our machinery and developing a service and maintenance schedule. *Spanner in the Works?* supports proactive conversations about health and wellbeing, and encourages men to visit their GP or other appropriate health professionals.

The pilot program was conducted in June–July 2019 and the full program was launched by Dave Reynolds, Supercars Champion, as an ambassador in June 2020.

Pilot program

Feedback for the pilot program was received from 67 respondents nationally. The feedback indicated that users value the booklets, posters and flyers, and believe that the package encourages men to engage in health and wellbeing. The design, layout and information accessibility were all well received. Recommendations from the pilot included:

- redevelopment of the event guide and speaker notes
- development of a service logbook to provide a snapshot guide.

Both these recommendations were implemented in the final product released in June 2020. The new wallet guide provides an information snapshot and a record that can be taken to medical appointments.

The event guide supports organisers with speaker's notes and suggestions on how to use the toolkit.

Final toolkit

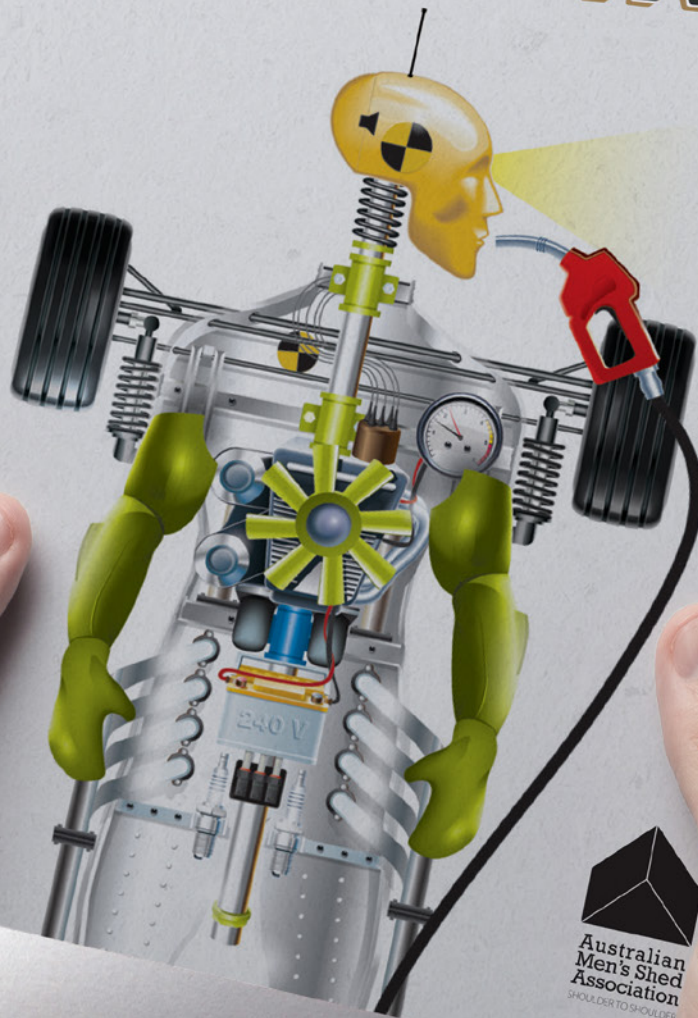
The full version of the *Spanner in the Works?* health promotion toolkit was released in June 2020. Using data modelling, enough toolkits were produced to supply demand for up to nine months; however, stock was exhausted within four weeks!

Orders were received from almost every Australian State and Territory. It was originally thought that health and community services would be interested in the toolkits but soon after launching, we discovered that big businesses were using them to support employee health and wellbeing. It was gratifying to see many well-known brands ordering toolkits for men's health promotion in the workplace.

The toolkits were distributed to national retail groups, health and community services, and local and state government departments. AMSA also distributed the kit to all Sheds across Australia.

Each month, AMSA and Healthy Male collaborate to distribute a *Spanner in the Works?* e-newsletter, promoting a variety of health messages, campaigns and personal stories.

SPANNER IN THE WORKS?[®]




HEALTHY MALE
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**Australian
Men's Shed
Association**
SHOULDER TO SHOULDER

Real stories

There's no better way to share information than through the voice of someone who has experienced a health condition.

For men living with an illness, reading about others' experiences can remind them that they're not alone. This is particularly true for issues that are hard to talk about, such as sexual health, mental health and cancer.

Relatable stories help carers, friends and family members gain deeper insights into how to support people with greater empathy and knowledge. By highlighting stories, we've helped demystify the challenges of prostate cancer, prostate enlargement, testicular cancer, Klinefelter syndrome and erectile dysfunction.

We plan on building on this series, adding first-person stories on a broad range of conditions. We are extremely grateful to the men who gave their time and shared their journey for the benefit of other people.

"I found out the hard way I had Klinefelter syndrome ... I thought a family would come naturally down the track. You just assume it's going to happen for you when you're ready."

Geoff

Ask the Doc

Ask the Doc is a popular series that can be accessed through social media or heard on the 'Shed Wireless' podcast, which is produced by the Australian Men's Shed Association.

Each week, *Ask the Doc* gives men an opportunity to ask our experts specific health questions. People wanting more in-depth answers are encouraged to submit questions that will be answered by one of Healthy Male's Clinical Advisors.

There has been excellent engagement with this series from both men and health professionals.

What does the prostate do?

Does being vegetarian affect sperm health?

Can low testosterone make you less fertile?

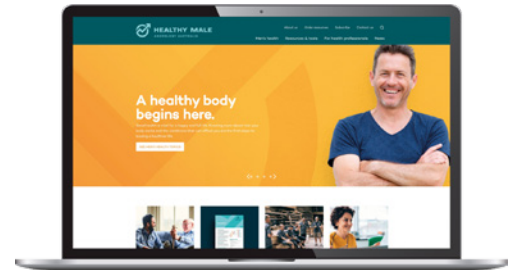
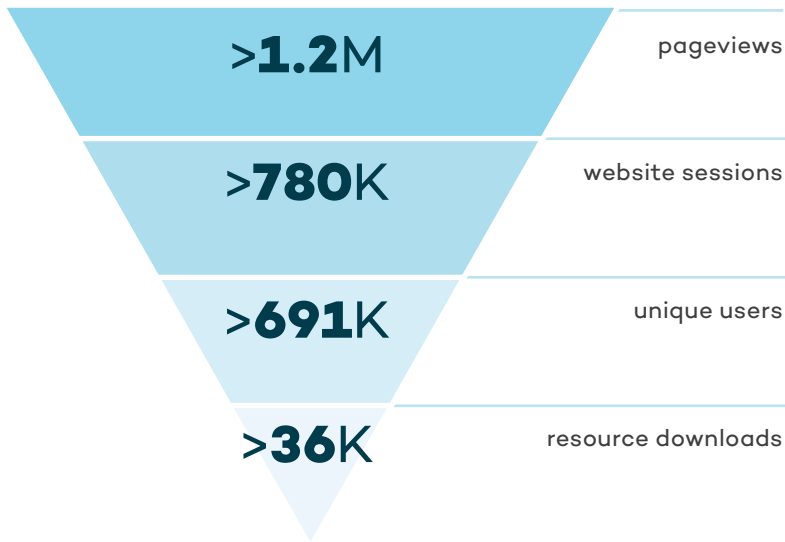
“Before chemo started, I took our two year old son to his favourite park. We spent the whole day there. I bought a picnic, we had fun chasing seagulls. I thought to myself, ‘How do I tell him? He’s just a kid.’ I couldn’t bring myself to do it, but now I wish I had.”

Joe



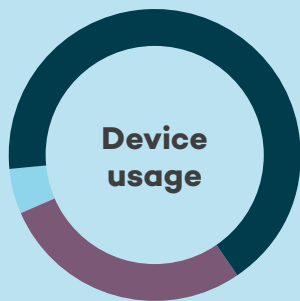
Engagement and resource analytics

WEBSITE

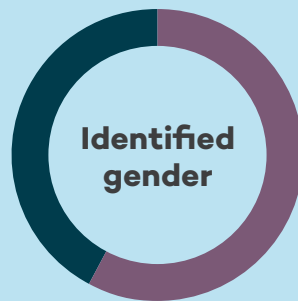


79%

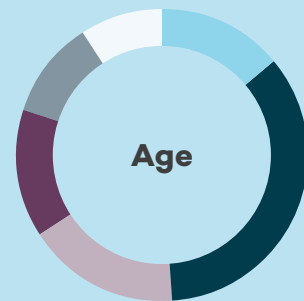
of website users arrived at healthymale.org.au through searching health and health-related keywords on Google



- 67% mobile
- 28% tablet
- 5% desktop

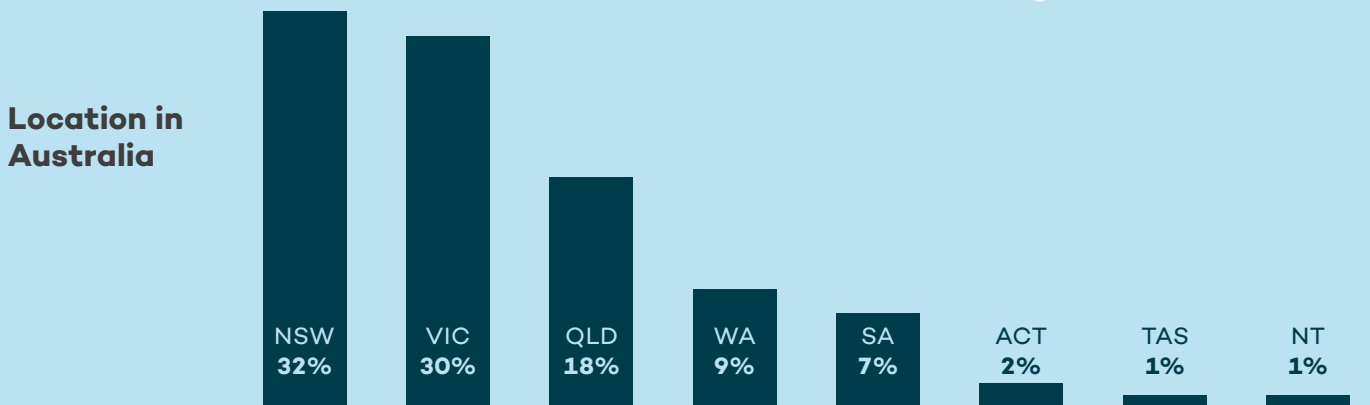


- 58% male
- 42% female



- 14% 18-24
- 35% 25-34
- 17% 35-44
- 14% 45-54
- 11% 55-64
- 9% 65+

Location in Australia



Top three website traffic referrals

healthdirect.gov.au >11K users	yourfertility.org.au >1K users	betterhealth.vic.gov.au >1K users
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What are users looking at? (Data collected from 15 Apr 2019-30 Jun 2020)

Health content 396K pageviews	News 23K pageviews	Research reviews 5K pageviews
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SOCIAL MEDIA

Facebook, Instagram, Twitter and LinkedIn

2K new followers	497 posts, Tweets or updates	>116K engagements (clicks, comments, reactions, saves, shares)	>6M impressions (people who have seen a post, Tweet or update)
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YouTube and Vimeo

6.3M impressions	380K video views	>6K hours watch time
>1K subscribers	87% of viewers identified as male	60% of viewers were 18-34 years old

HARDCOPY RESOURCES

1K 1300 number calls
2K info@ enquiries

CONTACT

2K orders placed
>27K resources distributed

From the Medical Director



As we near our twentieth year of addressing the health needs of Australian males, it's a good time to reflect on our identity as an organisation. We've had a name change. We've rebranded our resources. We've overhauled the information on our website to make it much more accessible. And, all the while, we've continued to collaborate with Australia's leading researchers, clinicians and educators to develop information that fills the gaps in men's health.

Training and education

At Healthy Male, we've always maintained a commitment to professional education. One recent example is a series of talks we sponsored, aimed at GPs and other health professionals. Conducted by leading urologists Dr Ian Vela, Dr Ian McKenzie and Dr Nicholas Brook, *PSA – the Curly Cases and the Emergence of MRI*, seminars were attended by nearly 2000 people. The seminars also formed the basis for a future online training course.

We continue to work closely with our invaluable reference groups, who provide us with direct feedback and input from health professionals. The information and data gathered is then developed into talks and training modules.

Once more, we have delivered quality training programs. In the past 18 months, 255 health and medical professionals have completed one or more of our online courses.

Communication

Connecting with consumers and health professionals is at the heart of what we do. Our monthly e-newsletter reaches over 6,000 people in the health sector, and contains educational articles, professional development opportunities, research reviews, and more. We share the findings of our own research with our subscribers by email and on Twitter. The move into social media allows us to establish an immediate and responsive conversation with health professionals and communicate health news to the wider online community.

Research

Infertility affects up to 15% of couples of reproductive age, with male infertility a factor in up to 50% of cases. Despite this high figure, there is a significant knowledge gap in the management and wellbeing of men facing reproductive health challenges.

For this reason, Healthy Male is proud to be a partner in a major research study on the issue — *Men and Infertility over the Lifecourse (MAIL) Stakeholder Consultation Strategy*. This landmark study is being led by the University of New South Wales in collaboration with Monash University, Murdoch Children's Research Institute and Healthy Male.

The aim of the study is to apply advanced epidemiological and analytical techniques to the question of male reproductive health and to address the shortage of information on this issue.

This year, our own research has encompassed men's preconception health care in Australian general practice and understanding the preferences of Australian men for accessing health information.

As well as working on our own major research projects, we have responded to newly published research, translating and producing research reviews for health professionals to help them understand complex findings.

None of these great initiatives could take place without our expert advisors, who invest their valuable time and expertise to help our organisation better meet the health needs of all men. I wish to extend my thanks to them and our partners for their ongoing support.

Prof Rob McLachlan AM
Medical Director

Developing the workforce

Our Fellows

We established the Healthy Male Fellowship program in 2008. Each year, we support two endocrinologists to undertake training in male reproductive health.

Trainees can become involved in research projects and reviews in andrology while gaining valuable exposure to leading endocrinologists, clinical research and current practices. The trainees provide us with valuable information and articles, and often speak to professional groups on behalf of Healthy Male.

The Andrology Fellowship at Monash Health, co-funded by Healthy Male, has been a very valuable opportunity to further endocrinologists' skills and knowledge in men's health. While andrology is clearly an important subspecialty area within endocrinology, opportunities for clinical training are rather limited.



"As the current Andrology Fellow, I have had the opportunity to work in various clinics offered through the fellowship, including the Androgen Replacement, Androgen Deprivation and Transgender Endocrinology clinics. I also appreciate the unique opportunity to understand the intricacies of assessing men's reproductive health. The opportunity to work with and learn from experienced andrologists has been invaluable.

Having been granted the fellowship of the Royal Australasian College of Physicians earlier this year, I am now able to incorporate the knowledge and skills that I have gained through this fellowship into my routine work as an endocrinologist. The Andrology Fellowship has allowed me to broaden my skillset and I am grateful to Healthy Male for its ongoing support."

Dr Madhuni Herath
2020 Fellow



"I completed the Healthy Male Andrology Fellowship in 2019, a position made possible with support from Healthy Male. My year included clinics in andrology (including male fertility), transgender endocrinology and androgen deprivation therapy. There is no substitute for seeing patients and learning from experienced andrologists. Through the Healthy Male Andrology Fellowship I gained valuable clinical exposure in these subspecialty areas. This was particularly useful for the assessment and treatment of male infertility, where teaching resources and opportunities for trainees to gain experience can otherwise be very limited.

During my fellowship, I gained my Fellow of the Royal Australasian College of Physicians specialist qualification in Endocrinology, and in 2020 started work as an endocrinologist. I am fortunate to be doing a year at the Hudson Institute of Medical Research and Monash Health in the Andrology and Transgender Endocrinology clinics.

I am also working in private practice, where I see several andrology and transgender endocrinology patients. Having the opportunity to work as a consultant in these areas gives me the opportunity to apply and consolidate learning from my fellowship year."

Dr Rita Upreti
2019 Fellow

Our Clinical Advisors

We are guided by an exceptional group of advisors in the Board of Directors, Management Committee, Scientific and Clinical Committee and Reference Groups, as well as a panel of Clinical Advisors.

Our Clinical Advisor panel provides guidance on community and professional education, information development and research issues. This expert team ensures the information we provide reflects current best practice and is supported by good-quality evidence.

Name	Position	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; Adjunct Clinical Associate Professor	Monash Health, Cabrini; Hudson Institute of Medical Research & Department of Obstetrics and Gynaecology, Monash University
Dr Gideon Blecher MBBS (Hons), FRACS	Consultant Urologist & Uroandrogist; Adjunct Lecturer; Surgeon	Alfred Health & Monash Health; Department of Surgery, Monash University
A/Prof Nick Brook BSc, MSc, BM, FRCS, MD, FRACS	Senior Consultant Urologist & Chair, Urological Cancer Multidisciplinary Team & Director, Urological Cancer; Chair; Associate Professor; Visiting Urologist	Royal Adelaide Hospital; Department of Surgery, University of Adelaide; Calvary North Adelaide Hospital
Prof Suzanne Chambers AO PhD, MAPS	Dean, Faculty of Health; Psychologist	University of Technology Sydney; Suzanne Chambers and Associates
A/Prof Eric Chung MBBS, FRACS	Consultant Urologist; Associate Professor	Department of Urology, Princess Alexandra Hospital; University of Queensland
A/Prof Roger Cook BSc (Hons), MEd, PhD	Adjunct Associate Professor	Department of Psychological Science, Swinburne University of Technology
Prof Mark Frydenberg AM MBBS, FRACS, GAICD	Consultant Urologist; Adjunct Clinical Professor	Australian Urology Associates; Department of Surgery, Monash Health
Prof Mathis Grossmann MD, PhD, FRACP	Professor of Medicine; Consultant Endocrinologist & Head of Andrology	Department of Medicine, University of Melbourne Austin Health; Austin Health
A/Prof Jeremy Grummet MBBS, MS, FRACS	Urological Surgeon & Director, Clinical Research in Urology; Clinical Associate Professor; Co-Founder	Alfred Health; Department of Surgery, Monash University; MRI PRO

“I have been working with Healthy Male since 2015, when I was invited to assist with reviewing testicular cancer material. I was then invited to speak at the Andrology Australia forum, and now serve on the Healthy Male Scientific and Clinical Committee. This year I was part of the Men’s Health Week webinar and had the pleasure of interacting with the community and answering their questions. I enjoy raising community awareness and helping men to take an active role in their health, in the areas of male fertility, erectile and sexual function.”

Dr Gideon Blecher

Name	Position	Institution
Prof Dragan Ilic BSc, Grad Dip Rep Sci, MSc, PhD	Professor	School of Public Health and Preventive Medicine, Monash University
Mr Darren Katz MBBS, FRACS	Consultant Urologist; Urological Surgeon	Western Health Urology; West Gippsland Healthcare Group
Prof Marita McCabe PhD	Lead, Health and Ageing Research Group; Research Professor	Faculty of Health Sciences, Swinburne University
Prof Moira O’Bryan PhD	Head of School	Biomedical Sciences, Monash University
Dr Ie-Wen Sim MBBS (Hons), BMedSci, FRACP	Endocrinologist; Andrologist	Eastern Health; Monash Health; Western Health; Monash IVF
Prof Rodney Sinclair MBBS, MD, FACD	Professor of Dermatology; Director	Faculty of Medicine, University of Melbourne; Sinclair Dermatology
Prof James Smith BAppSc Hons (Hum Movt), BEd, GCPh, PhD, FAHPA	Father Frank Flynn Fellow (Harm Minimisation) & Head of Alcohol, Other Drugs and Gambling; Director	Menzies School of Health Research; Freemasons Centre for Male Health & Wellbeing, Northern Territory
Mr Graeme Southwick OAM, MBBS, FRACS, FACS	Plastic Surgeon; Adjunct Clinical Associate Professor	Melbourne Institute of Plastic Surgery; Department of Obstetrics and Gynaecology, Monash University
Dr Anna Watts MBBS, FRACP	Consultant Endocrinologist	Ballarat Health Services Monash Medical Centre Gender Clinic; Western Health
Dr Addie Wootten BBehavSci (Hons), DPsych (Cline)	Chief Executive Officer; Adjunct Research Fellow	Smiling Minds; Department of Psychiatry, Monash University

Our Reference Groups

Healthy Male reference groups are the backbone of our health promotion and education activities.

Our reference groups inform, advise and guide us in their areas of speciality, and provide valuable feedback on training activities. Some members are involved in the delivery of training and education sessions, and provide written contributions to publications. Our reference group members also highlight the work of Healthy Male amongst their peers.

Aboriginal and Torres Strait Islander male health reference group

KEY OBJECTIVE: To inform the development and review of health information and training activities for Aboriginal and Torres Strait Islander health and community workers.

Name	Position
Dr Mick Adams BSW, B Applied Science, MA, PhD (Chair)	Senior Research Fellow, Australian Indigenous HealthInfoNet, Edith Cowan University
Mr Karl Briscoe	CEO, National Aboriginal and Torres Strait Islander Health Worker Association
Mr Jack Bulman	CEO, Mibbinbah Spirit Healing
Dr Keith Gleeson FRACGP, BMed, BAppSc	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 Kristopher Rallah-Baker BMed, AMA(M), MAICD, FRANZCO	President, Australian Indigenous Doctors' Association; Chair, Australian Indigenous Doctors' Association Ophthalmologist, Noosa Hospital
Mr John Singer	Executive Director, Nganampa Health Council
Dr Mark Wenitong BMed, Assoc Dip Clinical Laboratory Techniques	Public Health Medical Advisor, Apunipima Cape York Health Council; Generic Practitioner

General Practitioner reference group

KEY OBJECTIVES: To support the review and development of training activities for GPs, act as key advocates in the GP sector for men's health by promoting training opportunities and resources available, and support the implementation of male 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, FRACGP, MPH	General Practitioner
Dr Andrew Smith MBBS Dip RACOG	General Practitioner
Dr Peter Burke MBBS, FRACGP DTM&H, FACTM	General Practitioner
Dr James Navin Richards MBBS, FRACGP	General Practitioner
Dr Alan Wright MBBS(WA) MFM (Monash) GCUT (UNDA)	General Practitioner

Primary Health Care Nurse reference group

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

Name	Position
Ms Dell Lovett RN. MN (Research), MN (Prac), Grad Cert Diabetes Ed. Cert IV Training & Assessment MACN (Chair)	Primary Health Care Nurse
Ms Karen Bellchambers	Primary Health Care Nurse
Mr David Gray	Urology Nurse Practitioner
Mr Luke Mitchell BA Nursing, MPH (Sexual Health)	Sexual Health Nurse
Mr Faisal Sabih Dip Nursing, B Health Science, Grad Dip Health Promotion, Grad Cert Diabetes Education, Grad Cert Prostate Cancer Nursing	Primary Health Care Nurse
Mr Michael Whitehead B Nursing, M Clin Nursing	Primary Health Care Nurse
Mr John Brown RN Grad Dip (Health Science) Health Education FACN JP (Qual)	Primary Health Care Nurse
Mr Tony Lane	Primary Health Care Nurse
Ms Ruth Mursa	Nurse Practitioner, Academic School of Nursing and Midwifery, University of Newcastle
Mr Aaron Richardson	Primary Health Care Nurse
Ms Helen Storer Dip Community and Child Health, Dip Practice Management	Primary Health Care Nurse



**Respecting our past and
planning for our future
— 2019 end-of-year forum**

Held in December 2019, the end-of-year forum, *Respecting our past and planning for the future*, our staff and the Australian Government Department of Health worked with reference groups in planning for future directions for 2020-2021.

The forum gave reference group members an opportunity to offer their expertise and insight, as well as share ideas to identify specific priorities for Healthy Male in the coming 18 months. The day was enriched by the experience and skills of those in attendance. The extensive information we obtained informed our business planning for the next 18 months.

Health professional engagement

Education

We continue to educate health professionals by delivering training for GPs, primary health care nurses and health workers. We understand that health professionals are always time-poor, but the right questions and knowledge can help with speedy and accurate diagnoses.

We're also involved in a variety of presentations, connecting with professionals nationwide. Health education and engagement is an integral part of our strategy to help health professionals tailor their knowledge to meet men's needs.

Healthy Male provided health and medical professional training activities, including:

- Fertility and preconception health
- Primary health care for men
- Male sensitive examination
- Engaging Aboriginal and Torres Strait Islander males: Active learning module
- Men's Business video series
- Older men: Active learning module
- Male genital examination
- Younger men: Active learning module.

From January 2019 to June 2020, 255 health professionals completed these activities.

Events and conferences

Healthy Male participated in 23 conferences and events across Australia from January 2019 to June 2020.

At each event, we distributed resources, discussed training opportunities and presented on men's health topics, reaching over 3,500 health and medical professionals across Australia.

Research and publications

Not only does Healthy Male review the evidence base, we also directly contribute by undertaking original research and publishing best practice reports. Healthy Male's contributions to the medical and scientific literature include:

- Men's preconception health care in Australian general practice: GPs' knowledge, attitudes and behaviours. Hogg K, Rizio T, Manocha R, McLachlan RI & Hammarberg K. *Aust J Prim Health*. 2019;25(4):353–358
- Understanding the preferences of Australian men for accessing health information. Hodyl NA, Hogg K, Renton D, von Saldern S & McLachlan R. *Aust J Prim Health*. 2020;26(2):153–160.

Healthy Male also contributes articles regularly to health professional publications, such as the Pharmacy Guild's bi-monthly publication, *In the Know*, with 22 articles being published between January 2019 and June 2020.

Collaborations and partnerships

Australian Men's Shed Association

Continence Foundation
of Australia

Jean Hailes for Women's Health

Marie Stopes International

Monash University

Murdoch Children's
Research Institute

Prostate Cancer Foundation
of Australia

Ten to Men

The Hudson Institute

University of New South Wales

Your Fertility



Board of Directors

The Healthy Male Board of Directors is made up of key business, medical and community leaders.

Board Directors guide the organisation in its role, ensuring that Healthy Male 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 (appointed December 2019)

Resigned from Board: December 2019

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 of 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 was also been recognised with a Companion of the Order of Australia in 2006.



Mr David Crawford AO

Chair

Resigned from Board: May 2020

David's impact on the business community is extensive.

Previously, David was the chairman and non-executive director of numerous leading Australian and international organisations, such as Lend Lease Corporation Limited, South 32, BHP Billiton Limited and Australian Airports Corporation Limited.

In the not-for-profit sector David has chaired organisations, such as The Australian Ballet, the Scotch College Foundation and Healthy Male, to name a few.

David also led the committee formed by the Australian Government that oversaw several changes to soccer in Australia. The review is commonly known as *The Crawford Report*.

He was awarded Officer of the Order of Australia (AO) in 2009 in acknowledgement of his services to business, sport, and the community through contributions to arts and educational organisations.



**A/Prof Doug Lording AM MBBS,
BMedSci, FRACP**

Chair (appointed May 2020)

Doug is a retired endocrinologist and andrologist. His 40 years in practice centred 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.

Now retired from medicine, Doug keeps busy as the Healthy Male Chair of the Board of Directors, and as founder and President of Men of Malvern Inc., a charity dedicated to supporting the health and welfare of men. He 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.

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.

Board of Directors



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 the area of male health through ensuring that men have the tools they need to lead healthier lives.

Simon strives for Healthy Male to continue in its path of being a changemaking organisation through 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.



Ms Chris Enright
BAppSc, MBA, MHHS, GAICD

Board Director

Chris has almost 20 years, experience working in public health, governance and organisational structure. She 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 which would take 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' 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.



**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 Doctor's 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 Healthcare* 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 in rural and remote regions of Australia.

Board of Directors



**Prof David Handelsman AO,
MBBS, PhD, FRACP**

Board Director

Resigned from Board: May 2020

David is the founding Director of ANZAC Research Institute and Australia's first Professor of Andrology. His research on androgen physiology, pharmacology and toxicology (including use, misuse and abuse) has produced over 600 peer-reviewed papers.

As the most cited author on androgens or testosterone, he has written invited editorials for top general, endocrinology and reproduction journals, and been ad hoc reviewer for over 150 peer-reviewed journals.

He serves on the World Anti-Doping Agency's committees that monitor sport science to prevent doping. He previously served on the Australian Drug Evaluation Committee and World Health Organisation Male Task Force, was President of the Endocrine Society of Australia (ESA), and was awarded the RACP Eric Susman Prize in 1994.

He was Principal Investigator on the proof-of-principle study that established the androgen-progestin combination as the most effective approach to hormonal male contraception. He convened the Endocrine Society of Australia committee to write the world's first androgen prescribing guidelines.



**A/Prof Kevin McGeechan
MBioStat PhD**

Board Director

Resigned from Board: August 2019

Kevin is passionate about ensuring that men have a greater understanding of their own health, so they can become more critical users of the health system and interact with their doctors and physicians in a way that ensures they get the best support.

Kevin is a Senior Lecturer in Biostatistics at the School of Public Health, University of Sydney, and has had a specific interest in sexual and reproductive health for the last 10 years. He is also a consultant statistician for Family Planning NSW and sits on the Sydney University Human Research Ethics Committee.

Kevin is passionate about guiding the next generation of health researchers and practitioners to ensure that evidence is interpreted correctly. Through working with Healthy Male, he hopes to see men's health improving throughout the community.



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 Organisation. Ben currently works with the End 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.

Management Committee

The Healthy Male Management Committee is a sub-committee of the Healthy Male Board of Directors. The committee provides advice to the Healthy Male Board of Directors on organisational matters.

The Management Committee consists of three Board Directors, Associate Professor Doug Lording AM, and two *ex-officio* members, Professor Bernie Marshall and Mr Rob Daly, who bring specific knowledge and expertise to the group.

Name	Position
Prof Ben Smith MPH, PhD (Chair)	Professor of Public Health (Prevention and Health Promotion), 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 founder
Prof Bernie Marshall B Sc(Hons), Dip Ed, 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

A Scientific and Clinical Committee (SaCC) was established in 2016 to maintain the organisation's scientific and clinical integrity. Working as a sub-committee of the Board of Directors, the SaCC is responsible for:

- Reviewing processes to ensure that published views are scientifically and clinically accurate
- Assisting Healthy Male and the Board to identify people with the expertise to enable Healthy Male to fulfil its objectives
- Assisting with the development of positioning statements on men's health matters

- Reviewing, as necessary, published materials related to men's health
- Proposing relevant issues for future Healthy Male programs
- Contributing to the development of Healthy Male's strategic plan where appropriate.

The SaCC works with members of the Healthy Male staff, including Associate Professor Tim Moss (Health Content Manager) and Simon von Saldern (CEO).

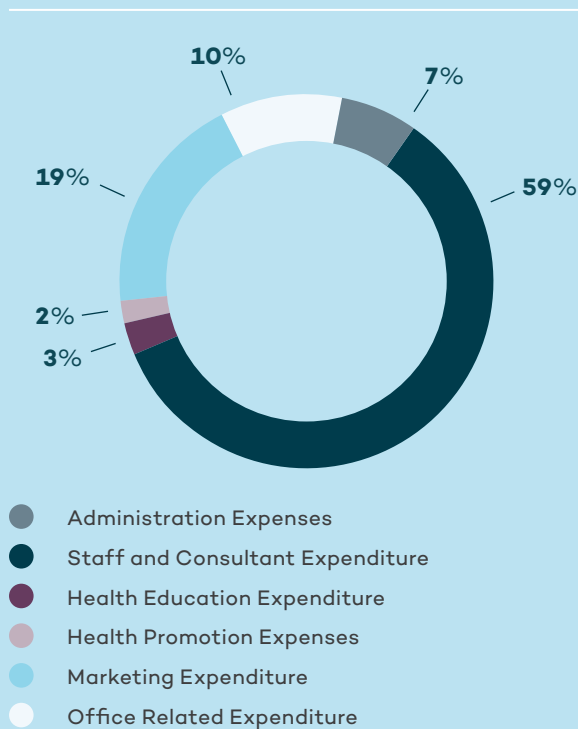
Name	Position	Institution
Prof Rob McLachlan AM FRACP PhD (Chair)	Medical Director; Director of Clinical Research; Consultant Andrologist; Professor of Andrology	Healthy Male; Hudson Institute of Medical Research; Monash IVF group; Department of Obstetrics and Gynaecology, Monash University
Prof David Handelsman AO MBBS PhD FRACP FRAHMS	Endocrinologist; Andrologist	ANZAC Research Institute; Andrology Department, Concord Hospital
A/Prof Kevin McGeechan MBioStat PhD	Senior Lecturer; Consultant Biostatistician	School of Public Health, University of Sydney; Family Planning NSW
Dr Michael Lowy MBBS, FACHSHM, MPsychMed	Sexual Health Physician; Lecturer	Sydney Men's Health; University of New South Wales
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
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, University of Queensland

Financial summary

Income and expenditure

During the 2020 financial year, Healthy Male separated from Monash University to become a company limited by guarantee and had its first year under the new brand, Healthy Male. Therefore, the financial reporting for the new entity began on 7 May 2019. This is fully detailed in our Financial Report, which is available upon request.

The following financial information represents expenditure for the 2020 financial year only.



Administration

Healthy Male’s administration costs cover expenditure that includes all governance expenses, which include board and committee costs, accounting and audit costs, and travel costs for the organisation.

Staff and consultant expenditure

As an organisation whose main role is to develop and distribute evidence-based information to the public and health professionals, our major investment is in our people. It is a strategic decision of the organisation to hire expertise,

by way of consultants, as required, for specific projects as opposed to having a higher ongoing number of staff. It should be noted that all staff are expended from this cost centre and not the area of their specific expertise (i.e. marketing or health promotion).

Health education expenditure

The costs for Healthy Male’s health education function included the development of education resources, such as the joint project with Australian Men’s Shed Association, *Spanner in the Works?*, upgrading and development of the Moodle web-based education and training platform, and the upgrade and development of online training modules.

Health promotion expenses

To enable people to increase control over their health and its determinants, and thereby improve their own health, the health promotion role of the organisation is extremely well targeted by focusing on increasing the evidence-based knowledge of health professionals through conference attendance and presentations, and the development of awareness resources, both printed and online, such as during Men’s Health Week.

Marketing expenditure

During a year of rebranding, the marketing expenses included the development of the brand and its rollout through the organisation and to our key audiences via a new website, redesigned collateral (including clinical resource guides, fact sheets, information guides and brochures), and development of *The Male* magazine and consumer videos. It should be noted that all stock was run down to minimum levels to ensure minimal wastage. In addition to rebranding, marketing continued its usual function of promoting the organisation through digital and print media.

Office-related expenditure

Covering IT costs, insurance and utilities, the office-related expenditure of Healthy Male has taken on some COVID-19-specific costs, such as the purchase of additional laptops and ensuring that all staff are working in a safe environment from home.





HEALTHY MALE
ANDROLOGY AUSTRALIA

