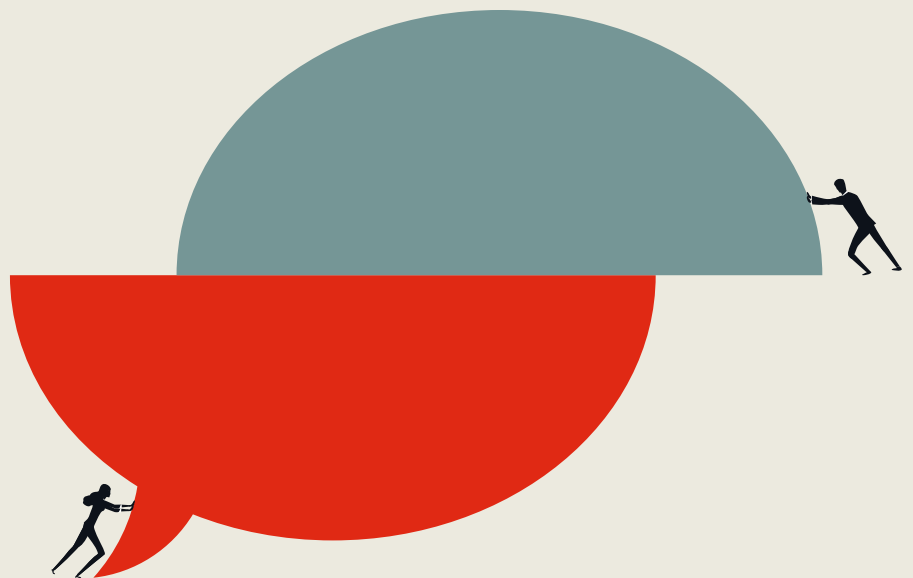


THE UNDERSTANDING GAP:

Why important ideas struggle to reach the people who need them.



A cross-sector intelligence report
by Evercrest Media Pty Ltd.

October
2026



EVERCREST
MEDIA

Evercrest Media Pty Ltd respectfully acknowledges the Traditional Custodians of Country throughout Australia, the Aboriginal and Torres Strait Islander peoples, and the mana whenua of Aotearoa New Zealand, the Māori as tangata whenua and kaitiaki of the land.

We pay our respects to Elders, Kaumātua and Rangatira past and present, and honour the deep and enduring connections that First Nations and Māori peoples have to land, sea, language, culture, and community.

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ABOUT THIS

REPORT

Leaders working on complex societal and environmental challenges are being asked to communicate in an environment that is becoming harder to navigate.

The issues themselves are monumental. The pace of change is faster. Audiences are more distracted, more sceptical and exposed to more information than at any point before. Trust in institutions is harder won and more easily lost. At the same time, the people responsible for explaining these issues are being asked to make highly complex ideas understandable to audiences with less time, less patience and very different levels of knowledge.

For purpose-led organisations, misalignment can introduce reputational, legal, governance, and stakeholder risks.

Expertise, evidence and good intentions are no longer enough to guarantee understanding. An organisation can publish strong research, produce compelling content and reach a large audience without necessarily changing what people understand, believe or do.

The distinction matters because many of the challenges confronting our region and the wider world depend on collective understanding. Climate change, biodiversity loss, housing, inequality, humanitarian crises, community resilience and the transition to more sustainable economic systems all require decisions from governments, businesses, investors, communities and individuals. Those decisions depend, in part, on whether complex issues can be made sufficiently clear, relevant and credible to the people who need to act on them.

The communications task has therefore changed. Leaders are no longer dealing simply with the question of how to raise awareness. They are managing competing demands: how to simplify without distorting; how to make evidence accessible without losing rigour; how to communicate long-term impact within short-term news and funding cycles; how to speak differently to governments, business, funders and communities while retaining a consistent organisational position; and how to maintain trust in an environment where scrutiny and scepticism are increasing.

There is also a capacity question. Modern communications increasingly require continuous interpretation: monitoring what is changing, understanding different audiences, translating evidence, identifying the right narrative and

sustaining a presence between major announcements or campaigns.

For many organisations, communications is now an ongoing strategic capability rather than a series of isolated communications activities.

And the pace of modern work means unregulated artificial intelligence (AI) is now expected in the toolkit of communications teams, which can severely compromise an organisation's authenticity and trustworthiness and introduce new risks.

This report was developed as a practical resource for leaders navigating that landscape.

It brings together the perspectives of 17 chief executives, directors and senior leaders across Australia and New Zealand to examine where understanding breaks down, what makes complex ideas difficult to communicate and what experienced leaders are learning about building comprehension across different audiences.

The contributors represent organisations with different missions, audiences and levels of communications maturity. Their experiences nevertheless raise questions that are relevant well beyond their individual sectors.

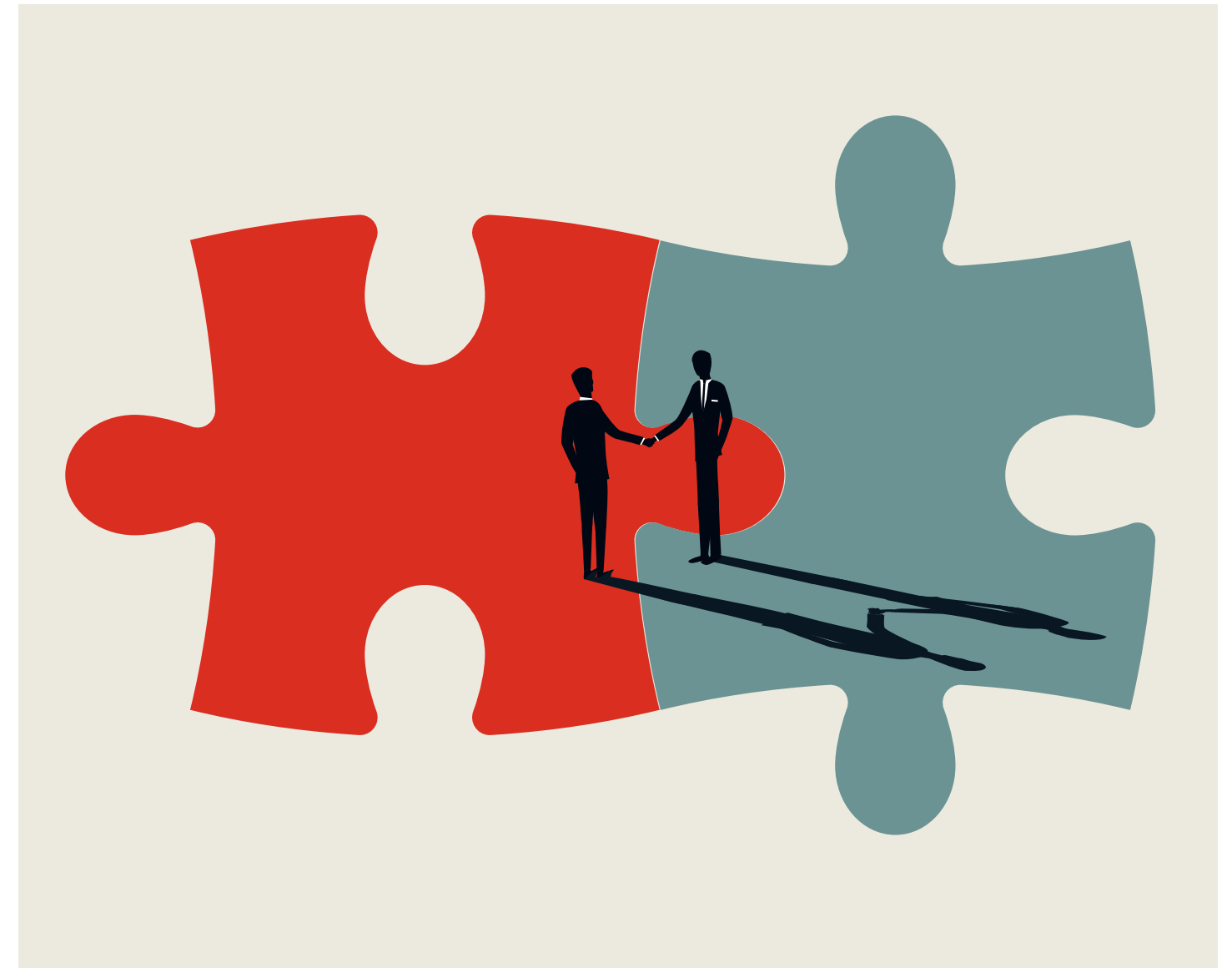
This report does not suggest that there is a single formula for communicating complex issues. There is not.

Instead, it offers leaders a framework for examining their own organisations: where awareness may be mistaken for understanding, where audience assumptions are shaping interpretation, where valuable evidence is failing to travel beyond the organisation, where trust is affecting how information is received, and whether the capability required to build understanding is being treated as strategically as the work itself.

As the pace of communication accelerates and the problems organisations are working to solve become more complex, building understanding cannot be left to chance.

For organisations whose impact depends on people understanding why their work matters, building that understanding is a vital part of the work itself.

— **Rose Mary Petrass, Managing Director,**
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82%

said audience-specific translation is central to creating understanding.

65%

said although audiences care, there is a gap between interest and action.

53%

described a need to connect data with the human experience.

47%

identified trust, credibility or legitimacy as part of the challenge.

41%

described a visibility problem: important outcomes can take years, while prevention is invisible.

41%

named funding constraints as a core barrier.

35%

said audiences hold a narrower picture of their work than the reality.

24%

said public narratives of good vs evil are distorting true understanding.

KEY TAKEAWAYS

What we set out to understand

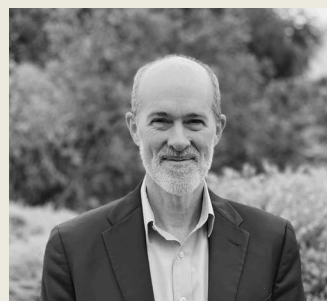
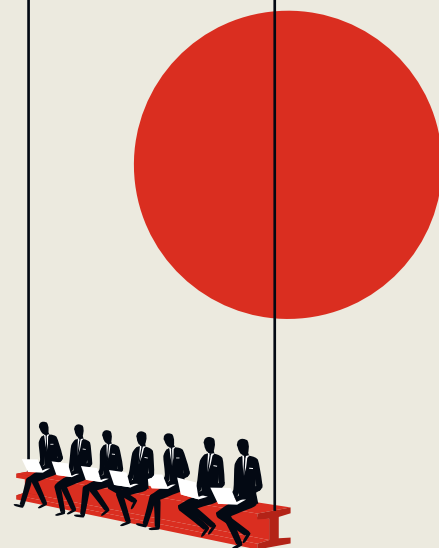
Each leader was asked questions specific to their sector, role and audience. Across those conversations, we set out to answer questions about how complex and important ideas become understood — and where that process breaks down.

- 1 Where does the understanding gap sit?**
What do audiences recognise, support or care about without fully understanding? Which misconceptions, assumptions or incomplete mental models continue to shape how an issue is perceived?
- 2 What turns awareness into relevance and action?**
When an audience already believes an issue matters, what helps them understand why it matters to them, what role they have within it and what action should follow?
- 3 How does understanding change across audiences?**
Governments, funders, businesses, communities and the public approach the same issue with different priorities, experiences and expectations. What needs to change in the language, evidence, framing or format used to reach them?
- 4 How are the demands on communication changing?**
What are stakeholders asking organisations to explain today that they were not asking five years ago? How are greater complexity, competing crises and shorter attention changing what audiences expect from experts and institutions?
- 5 How do organisations communicate complexity without losing meaning?**
What is the right balance between evidence and human experience, simplicity and nuance, immediate stories and the larger systems behind them? How can long-term or preventative work be made visible when its impact may take years to emerge?
- 6 What role do trust and credibility play?**
How much does understanding depend on the relationship between the audience and the institution communicating with it — including legitimacy, cultural relevance, consistency and confidence in the messenger?
- 7 What does effective communication now require?**
Where organisations know what they need to communicate, what prevents them from doing so consistently and at scale? What capacity, systems, investment or platforms are needed to turn expertise into sustained understanding?

Together, these questions frame the central issue explored throughout this report: what has to happen between an organisation having something important to say and the people it needs to reach genuinely understanding why it matters?

CONTRIBUTORS

We are grateful to the leaders who contributed their time and perspectives to this report.



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CEO, Australian Council for International Development (ACFID)



Ragina Rogers
CEO, Australian Indigenous Governance Institute



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Head of Communications & Advocacy, B Lab Australia & Aotearoa New Zealand



Andrew Petersen
CEO, Business Council for Sustainable Development Australia



Tim Buckley
Director, Climate Energy Finance



David Crosbie
CEO, Community Council for Australia



Leah Thomas
CEO, First Nations Foundation



John Pabon
Sustainability speaker, author, and advisor



Robert Pradolin
Executive Director, Housing All Australians



Chuck Berger
CEO, Impact Seed



Maree Sidey
CEO, Philanthropy Australia



Melissa Higgins
Director of Marketing & Communications, Landcare Australia



James Toomey
CEO, Social Ventures Australia



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Co-Executive Director, SVA Consulting, Social Ventures Australia



Mark Pearce
CEO, Volunteering Australia



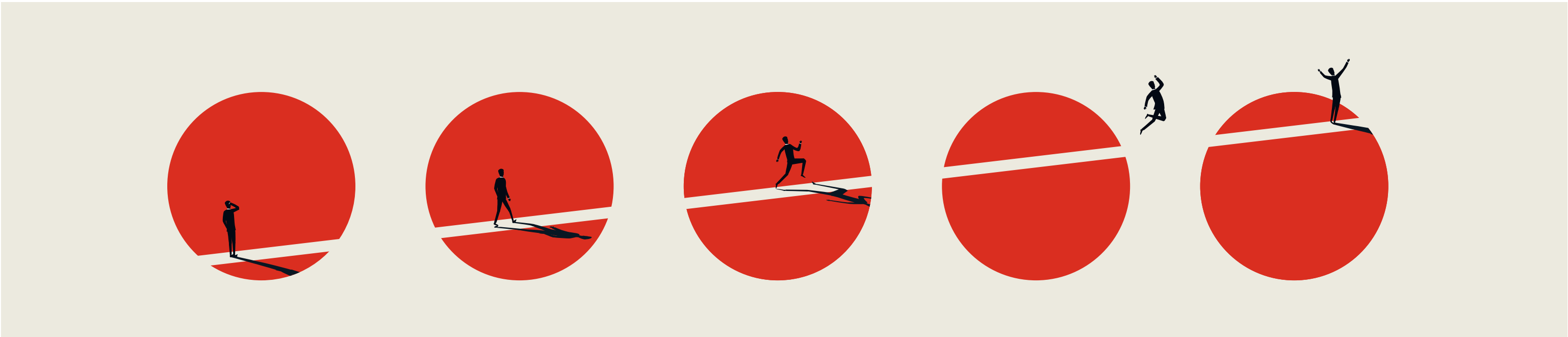
Rebekah Armstrong
Head of Advocacy and Justice, World Vision New Zealand



Dermot O'Gorman
CEO, WWF Australia

METHODOLOGY

This report draws on interviews with 17 chief executives, directors and senior leaders spanning the for-purpose, nonprofit and social enterprise landscape in Australia and New Zealand. These leaders were selected to provide perspectives from a diverse range of sectors and organisational contexts. Each participant was asked questions relevant to their area of expertise, allowing the research to explore common communication challenges while retaining the nuance of individual sectors. Evercrest Media conducted a systematic review of the qualitative responses, identifying recurring themes and patterns across the group. The findings are qualitative rather than statistically representative. Where percentages are used, they reflect the proportion of leaders who explicitly raised a recurring theme in their responses. These figures should therefore be understood as signals emerging across the contributor group, rather than as population-level findings. Evercrest Media thanks all contributors for generously sharing their time, experience and perspectives.



MAJOR FINDINGS

The leaders who contributed to this report work across markedly different issues, audiences and operating environments. Yet their responses point to a common challenge: important information can be visible, credible and widely supported without producing the depth of understanding required for action.

For leaders, this changes the communications question. Reach remains important, but reach alone says little about whether an audience has understood an issue, connected it to its own interests or knows what to do with that understanding.

Across the findings, several conditions repeatedly emerge: relevance to the audience, the ability to connect evidence with human experience, trust in the messenger, sustained communication over time and sufficient capability to keep translating complex work as circumstances change.

1. Awareness is only the beginning

A majority of the leaders interviewed (65%) described a gap between audiences caring about an issue and acting on that interest.

This is significant for organisations accustomed to measuring communication through awareness, reach or support. Several leaders described audiences that already value the underlying cause. The more difficult task comes afterwards: helping people understand its significance deeply enough to change a decision, behaviour, investment or relationship.

WWF Australia CEO Dermot O’Gorman described the distinction at the centre of this report.

“I am often struck by the difference between recognising something and truly understanding it.”



Dermot O’Gorman
CEO, WWF Australia

For WWF, support in principle matters, but deeper understanding means appreciating how conservation works, the science behind it, the time it requires and the partnerships that make it possible.

Volunteering Australia CEO Mark Pearce described a similar dynamic. Most Australians, he said, already believe volunteering matters. The challenge is helping people recognise the breadth of modern volunteering and where their own skills and experiences might fit within it.

The implication for leaders is important. An audience saying yes, this matters is only one stage in the process. Organisations also need to know what the audience understands about the issue, what assumptions it carries and what further comprehension is required before support can become participation.

That distinction becomes more consequential as attention becomes harder to hold. World Vision New Zealand Head of Advocacy and Justice Rebekah Armstrong observed that audiences are navigating a growing volume of competing crises and increasingly ask why one issue deserves their attention more than another.

For organisations working on complex or long-term issues, awareness is therefore a poor proxy for progress. A campaign can perform strongly on visibility while leaving the underlying mental model largely unchanged.

2. Understanding has to be designed for the audience

The strongest finding across the group concerns translation.

A majority of leaders (82%) raised the need to make an issue relevant to different audiences, whether through language, framing, format, context or the way evidence is presented. Purpose-led organisations rarely communicate with a single audience.



“Our audience is diverse. We need to adjust messaging for each... Building trust needs different engagement tactics.”

Melissa Higgins
Director of Marketing & Communications, Landcare Australia

For example, Landcare Australia’s audience includes community volunteers and groups, First Nations Peoples, young adults, youth groups, schools and educators, scientists and researchers, farmers, landholders, government agencies and Ministers, corporate and philanthropic funding entities, media and general public. Each audience has different incentives, prior knowledge and expectations.

Impact Seed CEO Chuck Berger described this distinction as going deeper than vocabulary.



“The mental model shifts fastest when redefining success looks less like a moral appeal and more like better business.”

Kira Day
Head of Communications & Advocacy, B Lab Australia & Aotearoa New Zealand

Different groups can have different approaches to “sense-making”, including different ideas about what constitutes persuasive reasoning.

That distinction can be seen throughout the responses.

For business audiences, several leaders described translating purpose into the language of commercial decisions. B Lab talks to business audiences about governance, directors’ duties, risk management and long-term value creation. BCSD Australia CEO Andrew Petersen similarly connected sustainability to assets, costs, revenues, people, resilience and competitiveness.

For community-facing organisations, relevance may require a different form of translation.

Australian Indigenous Governance Institute CEO Ragina Rogers said that strong Indigenous organisations use meetings, conversations, yarning circles, visual tools and community-led processes to ensure governance is understood by the people it serves.



“A key part of this ongoing exercise is in corporate leaders being open and prepared to accept the advice of Elders and trusted community connectors, to reframe and uplift how customers are engaged.”

Leah Thomas
CEO, First Nations Foundation



First Nations Foundation CEO Leah Thomas likewise emphasised the importance of cultural competency and trusted community voices when financial institutions engage Aboriginal and Torres Strait Islander communities.

These examples offer an important lesson for leaders. Audience segmentation cannot stop at distribution. Choosing LinkedIn for executives and Instagram for consumers addresses where people encounter information. Genuine translation asks a deeper set of questions: what does this audience already believe, what matters to it, what makes an argument credible and what does the issue mean in its world?

Volunteering Australia CEO Mark Pearce captured that task clearly:

“The challenge isn’t producing more information. It’s making complex ideas feel relevant and actionable without losing their depth or integrity.”



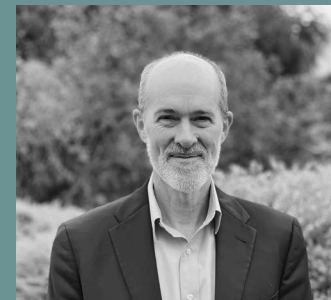
Mark Pearce
CEO, Volunteering Australia

3. Evidence needs a human route into the issue

Roughly half of the leaders **(53%)** raised the need to connect evidence with storytelling, context or human experience.

The responses suggest that organisations increasingly need both analytical rigour and an accessible route into what that evidence means.

ACFID CEO Matthew Maury described the different roles each can play:



“Data helps explain the scale of a challenge, but people connect through human experience.”

Matthew Maury
CEO, Australian Council for International Development (ACFID)

At the same time, others warned against relying on stories without sufficient context or evidence. Armstrong described audiences as increasingly interested in the systems behind the human story:

“They are asking for context, not just stories.”

Community Council for Australia CEO David Crosbie raised the consequences from another direction.

“Without evidence, our case for support defaults to storytelling and goodwill. The cost is real... charities are continually asked to do more with less.”



David Crosbie
CEO, Community Council for Australia

Social Ventures Australia demonstrates one way organisations can bridge this tension. Its approach to “enabling” or early-stage outcomes measurement identifies changes that may precede longer-term outcomes, giving organisations credible ways to demonstrate progress before final impacts are visible.

For leaders, the question is therefore how evidence moves through the organisation and into communication. Research, evaluation and program data have greater value when they can be interpreted, contextualised and connected to lived experience.

The sophistication lies in preserving the integrity of the evidence while making its significance immediately intelligible.

That capability becomes increasingly valuable as audiences expect more information from less of their time. Armstrong captured the tension directly:

“Audiences expect more sophisticated explanations but consume information in shorter and faster formats than ever before.”



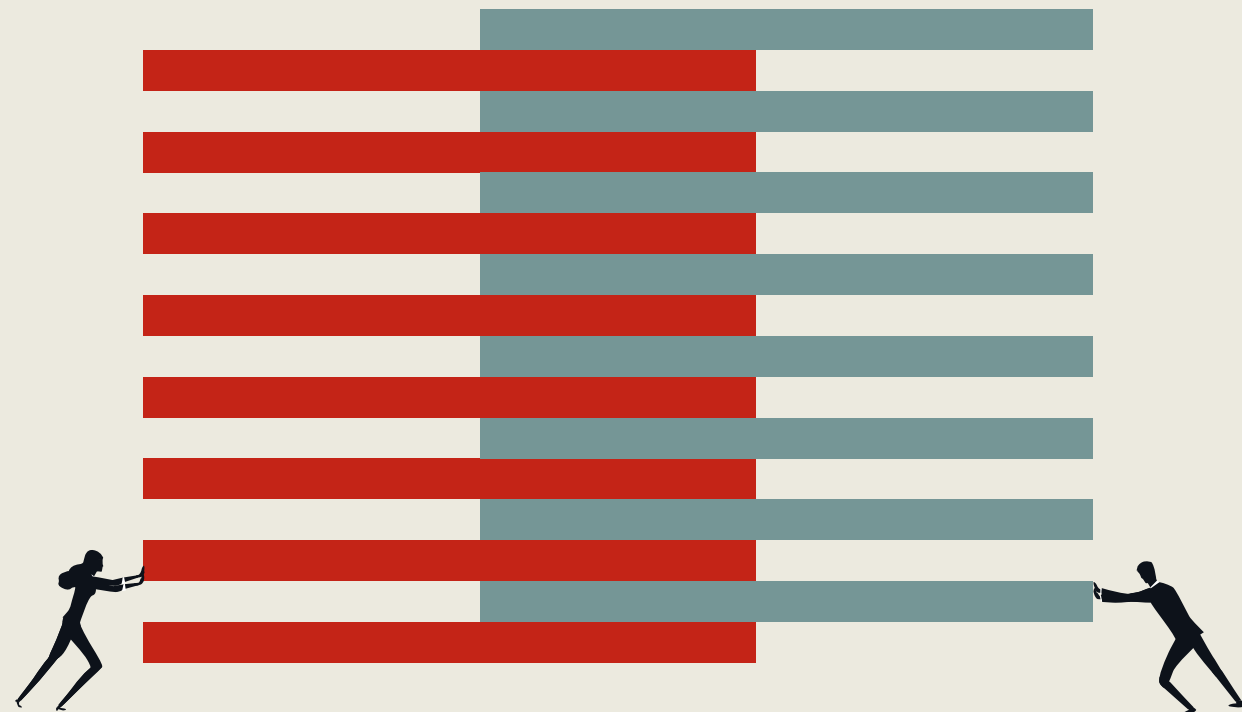
Rebekah Armstrong
Head of Advocacy and Justice, World Vision New Zealand

Echoing her sentiments, Climate Energy Finance Director Tim Buckley said that although the energy transition affects everyone, the modern media landscape distorts an already complex conversation.

“Social media continues to sow disinformation and misinformation.”



Tim Buckley
Director, Climate Energy Finance



4. Trust shapes whether information lands

Nearly half of the leaders (47%) raised trust, credibility or legitimacy as part of the understanding challenge.

This finding expands the communications task beyond clarity. Audiences interpret information partly through their relationship with the institution communicating it: whether its actions align with its language, whether it understands the audience and whether people feel represented in the way decisions are made.



Ragina Rogers
CEO, Australian Indigenous Governance Institute

“Understanding is not just about access to information. It is about legitimacy, trust and connection.”

BCSD Australia’s Petersen located credibility in organisational consistency:



Andrew Petersen
CEO, Business Council for Sustainable Development Australia

“Ultimately, credibility comes from showing that what a company says publicly is consistent with what it invests in and what it delivers.”

This is particularly relevant where organisations operate across groups with different interests or where an issue is politically, culturally or commercially contested.

Trust also changes the value of imperfection. B Lab has deliberately shifted the way it describes certified companies, with Day summarising the approach as: **“B Corps aren’t perfect, they’re accountable.”**

Greenwashing expert John Pabon similarly argued for greater honesty in sustainability communication:



John Pabon
Sustainability speaker, author, and advisor

“They need to stop chasing perfection. Nobody expects this. They just want a bit of honesty.”

For leaders, this suggests that communications strategy cannot be separated neatly from organisational behaviour. Strong messaging cannot indefinitely compensate for inconsistency between what an organisation says, does and prioritises.

Equally, excessive caution carries its own risks. If organisations doing credible work retreat from communicating because the environment feels difficult, their evidence and expertise become less visible precisely when audiences need ways to distinguish credible leadership from weaker claims.

5. Important impact is often structurally difficult to see

A significant proportion of leaders (41%) described an important visibility problem: some outcomes unfold over years, while prevention and systemic change may leave few immediately visible signs of success.

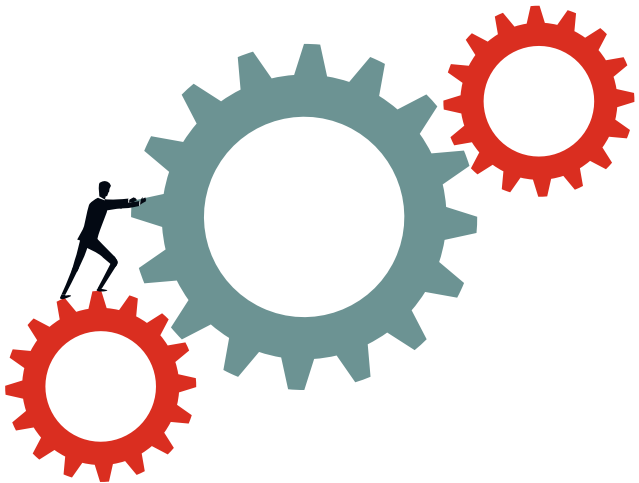
This creates a structural disadvantage for organisations whose impact operates on a longer horizon than the communications, funding or political environments around them.

Maury captured the challenge succinctly:

“Prevention rarely makes headlines. Success often looks like something that never happened.”

Armstrong made the same point about preventative action:

“Inevitably, prevention is inherently more difficult to communicate than crisis. You cannot photograph the disaster that never happened.”



For environmental work, the problem can be similarly tangible. Landcare Australia noted that trees planted today take years before people experience the difference, while local projects can be easier to understand than their wider cumulative impact.

Social Ventures Australia embeds this temporal reality within its approach. CEO James Toomey described one of SVA’s core values simply:



James Toomey
CEO, Social Ventures Australia

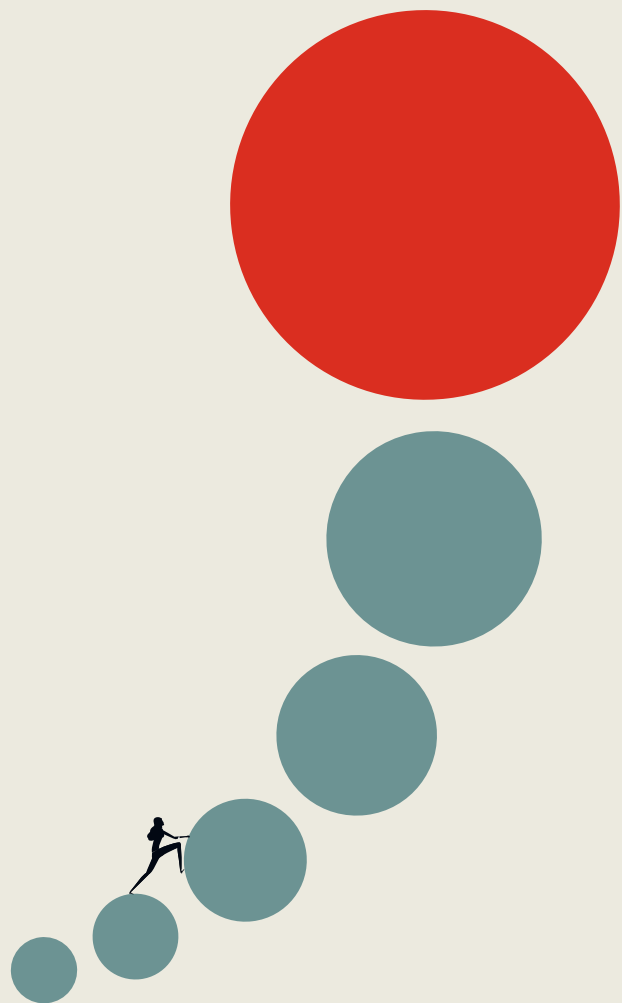
“real change takes time.”

Some of the SVA’s organisational partnerships extend beyond a decade as measurement requirements evolve alongside the work.

The lesson is that long-term impact requires a deliberate approach to making progress visible along the way.

That may involve showing intermediate outcomes, demonstrating how decisions today connect to future outcomes, building continuity between major milestones and giving audiences a way to understand progress even when the final result is years away.

Without that connective tissue, organisations risk disappearing from view between moments of obvious impact.



6. Communications capacity is becoming mission infrastructure

A considerable percentage of contributors (41%) identified resourcing, capacity or investment as a constraint on communication.

The demands being placed on communications are expanding. Organisations need to understand different audiences, interpret evidence, translate technical material, tell human stories, respond to changing contexts, maintain trust and sustain engagement across multiple channels.

Several responses pointed to the difficulty of performing those functions consistently when communications capacity is limited or fragmented.

There is also a wider funding question. SVA Consulting Co-Executive Director Louise Campbell observed that funders can underestimate the full cost of creating social outcomes:



Louise Campbell
Co-Executive Director,
SVA Consulting

“There is a tendency to fund programs rather than organisations, and to leave out the necessary investment in organisational capacity and capability.”

Philanthropy Australia described a related shift through the Pay What It Takes movement, which advocates for core operational capability to be recognised within funding.

SVA CEO James Toomey also described a common consequence across the social sector: senior leaders often absorb marketing and communications functions alongside their principal responsibilities. While many do this effectively, he noted that the activity can reduce the time available for strategic leadership.

For leaders, this raises the status of communications within organisational strategy.

Where participation, funding, policy influence, partnerships and trust depend on stakeholders understanding the work, the systems that create that understanding become part of the organisation’s capacity to deliver its mission.

The strongest organisations will therefore need ways to turn what they already know — research, program experience, stakeholder conversations, policy developments, lived experience and organisational expertise — into a sustained flow of useful communication.

7. Familiar narratives can make important work smaller than it is

More than a third of leaders (35%) described audiences holding a narrower picture of their work or field than its reality.

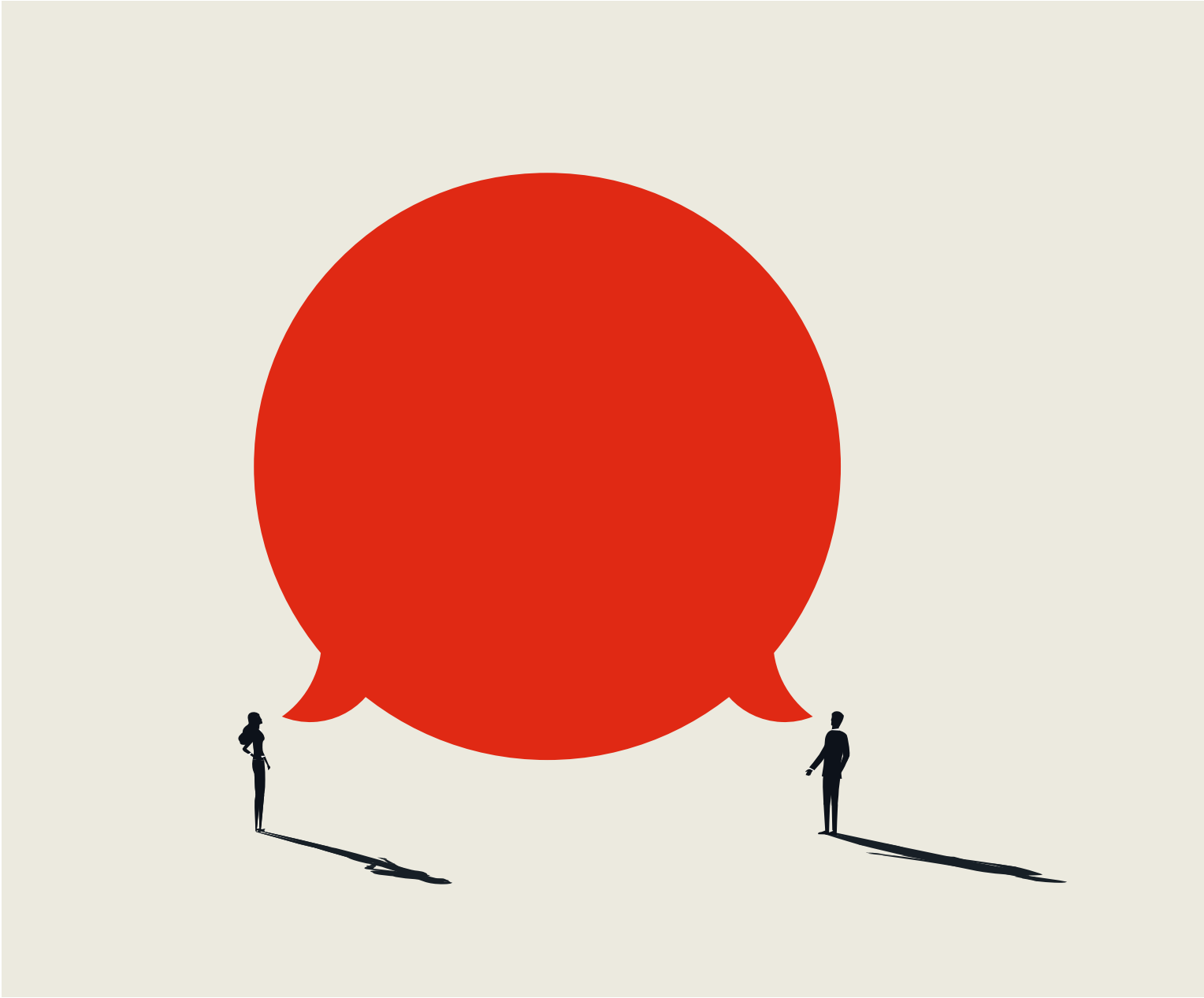
The examples are striking because the simplified version is often recognisable and broadly positive. Giving becomes something wealthy philanthropists do. Volunteering becomes a formal role with fixed hours. Humanitarian organisations become crisis responders. Social enterprise becomes a niche category.

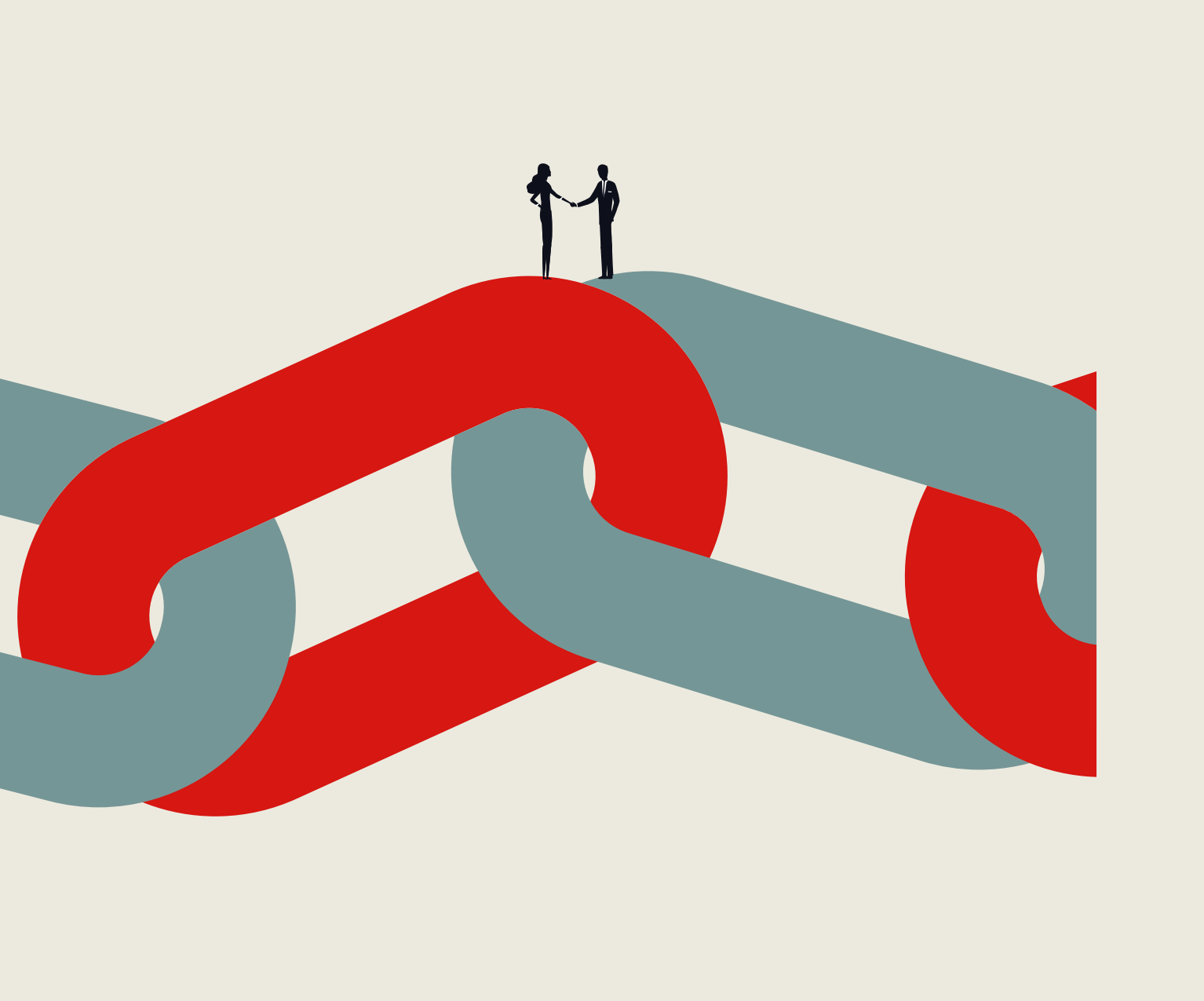
Obviously, these fields are far broader and more complex than the picture that many audiences may hold.

Higgins explained:

“Landcare is more than planting trees. Landcare brings people together to actively restore, enhance and protect their local environment, engage in sustainable agriculture practices, and create resilient communities.”

These familiar frames help audiences process an issue quickly.





Chuck Berger
CEO, Impact Seed

"It's the perception that these are 'niche' fields that can be frustrating. Our ambition is not to organically grow a niche; it is to shift the mainstream."

They can also exclude important dimensions of the work — and sometimes the audience itself.

Philanthropy Australia CEO Maree Sidey described how associating philanthropy predominantly with very wealthy people can lead Australians to feel that giving is *"something that someone else is taking care of"*.

Philanthropy Australia has answered this by launching a new strategy towards a generous Australia and building a culture of giving — showing there is more than one way to give.



Maree Sidey
CEO, Philanthropy Australia

"The way we want to think and talk about generosity is to encourage Australians to think about generosity beyond just dollars."

Along parallel lines, Volunteering Australia has responded to the same dilemma by broadening the public conception of contribution to encompass informal, skills-based, digital and community-led volunteering.

Its National Strategy brings together evidence, lived experience and practical actions within a shared national vision.

A further **24%** of contributors highlighted the distorting effect of simplified “heroes and villains” or “good and bad” narratives.

Of course, the reality is much more complex.

Kira Day described why this matters for B Lab: businesses are made up of people and cannot be usefully understood through expectations of moral perfection.

Petersen made a similar observation about sustainability, where complex questions of governance, capital allocation, supply chains and long-term value can be compressed into debates about “good” and “bad” companies.

These responses point to one of the hardest responsibilities facing communicators working on complex issues.

Simplicity is necessary. Oversimplification can change the meaning.

The organisations navigating this tension most effectively appear to do three things well: they understand the mental model the audience already holds; they connect the issue to something meaningful in that audience’s world; and they retain enough evidence and context for the explanation to remain credible.

The wider implication is clear. Expertise does not travel automatically.

Between an organisation knowing something important and an audience understanding why it matters sits a substantial body of work: audience insight, interpretation, evidence, storytelling, trust-building, contextualisation and sustained engagement.

As the issues purpose-led organisations are addressing become more consequential, that capability becomes more consequential too.

Understanding deserves to be treated as an outcome in its own right — designed deliberately, supported by evidence, adapted to the audience and sustained for long enough to matter.



Robert Pradolin
Executive Director, Housing All Australians

"Every news cycle finds a new villain... and a new hero."

"The actual task, in a compassionate capitalism sense, requires sustained collaboration... not one silver bullet policy."

RECOMMENDATIONS

FOR LEADERS

The findings raise a set of strategic questions for leaders responsible for ensuring that important work is understood by the people whose decisions, participation and support determine what happens next.



● **Are you measuring attention, or understanding?**
If your audience already knows who you are or agrees that your issue matters, what specifically do they need to understand next? What evidence tells you that comprehension has actually changed?

● **Can your organisation make complexity clear without making it smaller?**
Busy audiences need accessible explanations, while complex problems resist easy narratives. What nuance is essential to preserve, and where can complexity be reduced safely?

● **How are you making long-term work visible now?**
If impact takes years to emerge, or success means preventing something from happening, what credible indicators allow stakeholders to recognise progress along the way?

● **Does your approach build trust as well as transmit information?**
Are audiences able to see consistency between what your organisation says, what it does and what it prioritises? Where does legitimacy come from for the communities you need to reach?

● **How well do you understand your audience?**
Different audiences bring different incentives, assumptions and standards of proof. Are you changing only the channel and format, or genuinely translating the issue into the context that matters to each audience?

● **Does your evidence have a human route to meaning?**
Data establishes scale and credibility; human experience creates relevance. Do your communications consistently connect the two and explain what the evidence means for the audience?

● **What happens to your expertise after it is created?**
Research, stakeholder conversations, program knowledge and leadership insight have limited influence if they remain inside reports, meetings or individual teams. Does your organisation have a reliable way of turning what it knows into useful, sustained communication?

● **Is understanding treated as part of delivery?**
If funding, participation, policy influence, partnerships and behaviour depend on stakeholders understanding the work, is communications capability funded and managed accordingly?

The central question for leaders is whether understanding is an outcome their organisation deliberately builds, measures and sustains, or something it assumes will follow once the information has been published.

ABOUT THE CONTRIBUTORS

Australian Council for International Development (ACFID)

The Australian Council for International Development (ACFID) is the peak body for Australian non-government organisations (NGOs) involved in international development and humanitarian action.

Australian Indigenous Governance Institute (AIGI)

Strong and effective governance is built on the authority, shared values and aspirations of the people it serves. The Australian Indigenous Governance Institute (AIGI) is a national, Indigenous-led, not-for-profit that supports Aboriginal and Torres Strait Islander organisations, communities and nations to strengthen governance on their own terms through practical tools, resources and tailored support.

B Lab Australia & Aotearoa New Zealand (AANZ)

B Lab is the not-for-profit network transforming the global economy to benefit all people, communities, and the planet. B Corps are businesses that meet verified standards of social and environmental performance, accountability, and transparency.

Business Council for Sustainable Development Australia (BCSD Australia)

The Business Council for Sustainable Development Australia (BCSD Australia) is the national peak body representing forward-thinking companies and organisations that are working towards the transition to a sustainable Australia. It is the Australian partner of the World Business Council for Sustainable Development (WBCSD).

Climate Energy Finance (CEF)

Climate Energy Finance (CEF) is an independent Australian think tank established in 2022 that works pro bono in the public interest to accelerate the transition in Australia to net zero in line with climate science.

Community Council for Australia (CCA)

The Community Council for Australia (CCA) is an independent non-political member based organisation dedicated to building flourishing communities by enhancing the extraordinary work undertaken by the charities and not-for-profit sector in Australia.

First Nations Foundation (FNF)

The First Nations Foundation (FNF) is a First Nations financial wellbeing foundation led by an Indigenous majority board since 2006. Its mission is to strengthen financial literacy and long-term prosperity for First Nations peoples.

Housing All Australians (HAA)

Housing All Australians (HAA) is a national for purpose organisation creating business-led actions to deliver housing solutions for Australians in need. With a uniquely commercial lens, HAA advocates for change and communicates the economic impacts of not providing housing for all.

Impact Seed

Impact Seed is a Perth based social enterprise catalysing business and investment to support communities, environment and culture to thrive, sustainably.

Landcare Australia

Landcare Australia is an independent, national not-for-profit organisation focused on empowering all Australians to actively care for the land and water that sustain us. For over 35 years, Landcare Australia has worked at the forefront of community and corporate engagement in environmental conservation and sustainable land management with activities that protect and conserve Australia's land, water, soils, plants, animals and ecosystems.

John Pabon

John Pabon is a Melbourne-based sustainability strategist, TEDx speaker, and bestselling author. He is a former United Nations advisor and ranked among the world's top 50 sustainability leaders.

Philanthropy Australia

Philanthropy Australia is the peak national body for the philanthropic and for-purpose sector; not-for-profit organisation working to strengthen giving towards a more generous, just and sustainable future.

Social Ventures Australia (SVA) & SVA Consulting

Social Ventures Australia (SVA) is a leading social impact organisation and not-for-profit, founded to accelerate innovation in the social sector. SVA Consulting provides consulting services to not-for-profits, social enterprises, governments, philanthropic organisations and corporates to help achieve lasting social change.

Volunteering Australia

Volunteering Australia is the national peak body for volunteering, providing leadership, coordination, and advocacy across the volunteering ecosystem. In a federated structure, its role is to bring together the expertise and insights of the State and Territory Volunteering Peak Bodies to ensure a cohesive national approach that strengthens volunteering in every community.

World Vision New Zealand

World Vision New Zealand is a registered charity helping the most vulnerable children, in the most difficult places, to overcome poverty and injustice and build brighter futures for themselves.

WWF Australia

WWF-Australia has been protecting nature's wonders for more than 40 years. It works with communities, governments, companies and others not just to protect our natural world but to restore and regenerate it.

ABOUT EVERCREST MEDIA



Evercrest Media Pty Ltd helps organisations with important, complex ideas turn their expertise into communications that people can understand, trust and act on.

We work with purpose-led organisations, industry leaders and organisations operating in complex subject areas to develop high-quality publications, podcasts, and ongoing editorial communications. Our focus is on the space between expertise and understanding: taking research, evidence, organisational knowledge and leadership insight and shaping it into content that is useful, credible and relevant to the audiences that matter.

WHAT WE DO

Reports and publications

Evercrest Media develops professionally produced reports, industry publications and thought-leadership projects from initial editorial strategy through to interviews, research synthesis, writing, production, design, and editing. Publications can be designed to build authority around an issue, engage stakeholders, create a platform for senior voices and give organisations a substantial piece of intellectual property that can support communications over time.

Podcasts

We develop and produce editorially led podcast series for organisations seeking to build deeper relationships with their audiences. This includes strategy and format development, editorial planning, episode frameworks, guest selection and coordination, briefing and scripting, recording and production, editing, distribution, and marketing assets.

Managed newsletters

For organisations generating valuable intelligence through research, policy work, events, member conversations or stakeholder engagement, Evercrest provides ongoing editorial support to turn that knowledge into consistent communications. Managed newsletters and executive content help organisations maintain relevance between major campaigns, reports, announcements and events.

Strategic advisory & consulting

We also work with leaders to clarify positioning, identify the audiences that matter most and determine how complex information should be translated across different stakeholders and channels. The aim is to create a coherent system rather than a collection of disconnected outputs.

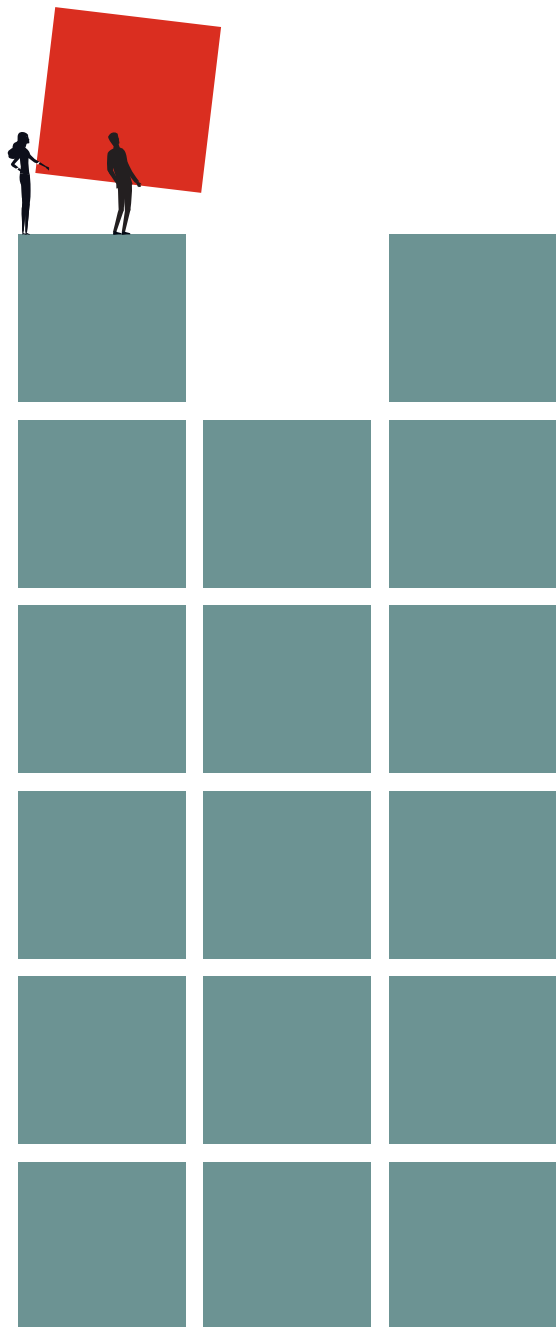
How we give back

Purpose-led organisations have important expertise, strong audiences and valuable stories to share, but limited budgets can make high-quality media production difficult to resource.

The Evercrest Media Impact Accelerator Program is our way to support these organisations. We invest our editorial, production and strategy expertise in selected organisations at no cost to them. Through an aligned partnership model, successful applicants receive professionally developed podcasts, publications and other editorial platforms that help them engage their community and reach wider audiences.

This allows organisations tackling important social and environmental challenges to build credible media platforms without diverting limited resources away from their core mission.

For more information, contact hello@evercrestmedia.com



ABOUT THE FOUNDER

Evercrest Media Pty Ltd was founded by Rose Mary Petrass, a media specialist with more than a decade of experience across journalism and strategic communications, including extensive work covering sustainability, energy, science, health, ESG in investing, and other complex subject areas.

Having interviewed thousands of executives, experts and industry leaders throughout her career in print and new media, she saw first-hand the challenge specialists face in translating deep expertise for audiences with very different levels of knowledge, priorities and expectations.

This reality shapes Evercrest's approach: strong editorial judgement, a clear understanding of organisational objectives, and careful consideration of what each audience needs in order to understand why the work matters.

Evercrest works with a flexible network of specialist subject matter translation experts, and production, design and creative partners, allowing each project to be built around the expertise it requires rather than a fixed agency structure.

WORK WITH US

If this report has raised questions about how your organisation translates expertise, maintains stakeholder attention, communicates complex evidence or builds understanding across different audiences, we would welcome a conversation.

Evercrest can work with you to develop publications, podcasts, and newsletters, or help develop a broader communications approach around an organisation's existing knowledge and expertise.



EVERCREST MEDIA

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