

# Luke's Journal AGM report: 13/11/21

---

Last AGM, [Ageing Gracefully](#) was being printset, overseen by Eleasa Sieh. Overflow material from that resulted in [Fire in the Belly 2021](#) in Feb 2021. [Dying and Palliative Care](#) (overseen by Iain Poi) was released in June 2021, and *Children of God* (overseen by Annetta Tsang) is currently being printset.

Our editorial team has settled into a steadier rhythm, with 2 senior overseers (Annetta & Eleasa) and 1 junior overseer (Iain), each committed to producing one issue annually for the next few years. Ideally, we would like a **senior and a junior overseer for each issue** so that there is both backup in production, and a **mentoring succession plan** for Luke's Journal in the long-term. Please keep praying for this as it will help cement Luke's Journal as a sustainable resource into the future.

Professionally, Ivan Smith, who has been printsetting for Luke's Journal for over 20 years since its inception, has handed over to **Peter Shirley for the next 3 issues**. This is to trial efficiencies of production in having both **printsetting and web content management performed by the one person**. Already we have made some progress in establishing an author template similar to the look of the final print version, which should make for more efficient processing. Proofreading gains have also been made using a Word document template, rather than the previous spreadsheet so that the tedious task of finding an error by line can be bypassed with replacing the entire corrected paragraph. Sue Furby continues with proofing on a volunteer basis.

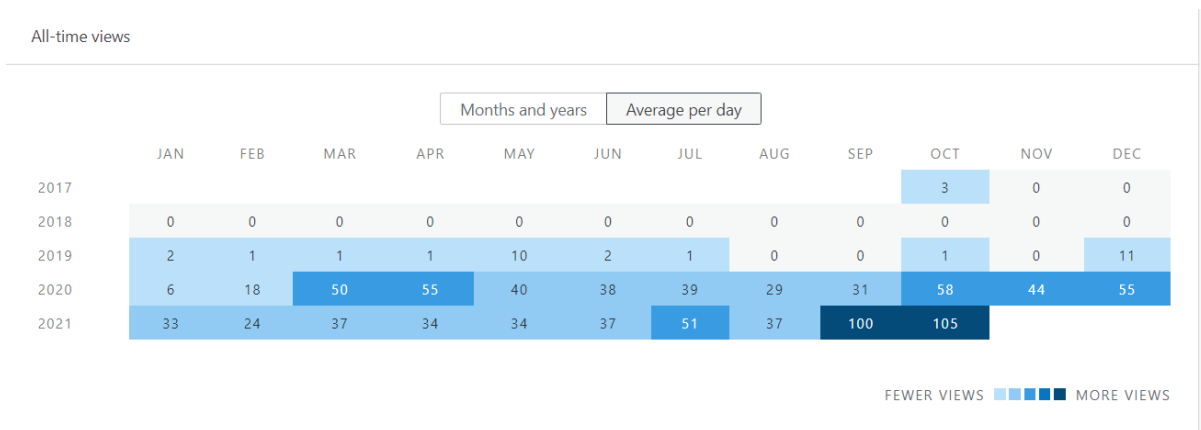
Online, our current web page is very functional, particularly for searching and sharing via the use of tagging and categorisation. It can be easily searched by topic, title or author. It is a joy to use the [online version](#) and we are very grateful to Peter Shirley for his hard work in keeping this up-to-date, as well as determining the look and feel of the journal.

Olivia McGrath has joined our editorial team, and is working with Arielle Tay in managing Facebook posts. **Luke's Journal posts weekly in 16 CMDFA Facebook groups** across Australia, usually on a Friday night for weekend reading, since Saturday lunchtime is the most popular time for reading LJ articles. 50 posts a year are dedicated to approximately 10 posts for each of 3 issues, leaving 20 weeks to advertise for writers/ proofers/ overseers and Luke's Journal editorial staff. This has opened up a broad range of younger writers and editors previously not known to us. We are also showcasing timeless articles from the bank of previous editions uploaded as pdfs between 2010-2019. We hope that this will make accessible the significant wisdom over the ages as relevant for our members and the general public.

**WordPress stats** showed a maximum 3000 views per month from 2000 visitors when the article "Covid Vaccination and the Church" by A/Prof Megan Best was uploaded at the end of September. This article continued to draw strong interest in October. One of the benefits of an online platform is that articles can be uploaded and disseminated in a timely manner. Combining with Facebook Ads means that Luke's Journal gives CMDFA an established platform to distribute information widely to the public, without requiring individual email addresses.



On average, there are 50 views a day of our WordPress site when each new issue is released. This is sustained for a couple of months, and then decreases to about 30 views a day for the following months. With the release of Megan Best’s article, views doubled to 100 per day.



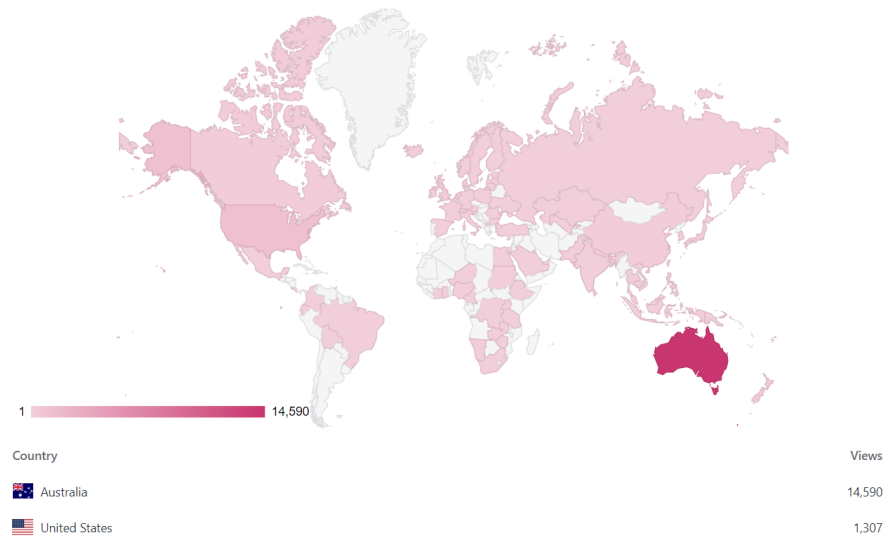
As CMDFA commences using Luke’s Journal articles for its “Friends of CMDFA” Facebook campaign, we hope to coordinate topics with other similar articles in the future. The campaign hopes to showcase the following topics, releasing every 4-6 weeks::

- A. Anti-Voluntary Assisted Dying
- B. Gender Dysphoria
- C. “On holidays with COVID-19”: vaccine passports
- D. Abortion
- E. Whole person care
- F. Spiritual care
- G. Role of conscience in healthcare
- H. Compassion in healthcare

Facebook Ads have been useful in targeting an audience interested in a Christian Voice in Healthcare. It has been useful to have an informal liaison with Dunham’s advertising to help us utilise social media, given that formal costing is above our means.

Stats for 365 days ending October 29, 2021 (Summarized)

Our reach has become worldwide, with the majority of referrals from Facebook (at least 1500 per month), and some from the CMDFA website. Unsurprisingly, most of our readers are Australian (14,500 views in the last year), but we have a number of international views as well, including 1300 from the USA.



Now that our editorial team has grown in size, we are doing more proofreading 'in-house', though there is still a dedicated bank of proofreaders to assist when there are multiple articles arriving at once. We are very grateful to have a larger team to share the load, especially as individual circumstances are affected by medical or personal commitments. It is great to have a regular group of 4-8 editorial staff at each monthly meeting.

Annetta Tsang has headed up the [artwork](#) section, encouraging the involvement of pictorial and poetic creative talents to broaden the appeal and scope of submissions. This was of particular interest for the [Children of God](#) edition, where many children of our members contributed artwork for the edition.

The WordPress site continues to give opportunities for **digital advertising**, which has been taken up by SMBC, HealthServe and Interserve. Digital ads have the advantage of directing traffic to the sponsor immediately and easily, which is of great benefit. This includes advertising membership for CMDFA. Advertising payments continue to be [patchy](#), but hopefully can be more systematic in the future.

Marilyn continues to print photocopied issues to about 25 individuals at a print cost of **about \$5.50 per issue**, which includes the 2 hours or so it takes her to do this, address and post them. We would like to make available affordable quality print-on-demand options but have yet to consolidate this. **Current options cost about \$17 per issue** (\$12 each for 50 copies plus \$5 postage each) for good quality paper and card cover. This does not take into account the formatting costs of making up a pdf, which we are working to consolidate under Peter Shirley as mentioned above. Under Ivan, this has been \$2000 per issue, a some-what eye-watering \$66 per copy (if only 30 copies)!

At IMPACT, there were 5 eligible entries for the [Winton Award](#). This was judged by 3 long term CMDFA members, with the winner being Arielle Tay for her article, ["Holding my Breath - seeking to survive as an intern"](#). Roby Vicary was able to announce this in person at the Melbourne IMPACT hub, which translated into increased interest in Lukes' Journal, and additions to our editorial team.

Looking to the future, **we are still desiring the involvement of an older, possibly semi-retired member to assist in big picture development and taking Luke's Journal to**

**the general public**, hospitals, libraries, schools and possibly the political arena. Despite regular advertising, we have not yet had any interest. We have reserved a Twitter handle: @LJCMDFA, but have decided to revisit the idea of Twitter in a year's time due to it being a time-sensitive medium, which requires someone with both time and wisdom to oversee it. We wonder if there might be the opportunity of possibly transferring ***some of our articles to podcasts*** in the future.

As Luke's Journal stands at present, we are feeling most grateful to God for the growth and scope of the Journal in the last few years. We trust that Luke's Journal will continue to demonstrate and inspire the integration of Christian faith and work in healthcare through the medium of the written word - encouraging deep thought, engaging writing, rigorous research, and creativity in communication. We are also excited to see how it might integrate with CMDFA as it moves into an advocacy role as a Christian voice in healthcare, and hopefully also to attract more healthcare members.