

## The Governor-General to become Patron-in-Chief of Hello Sunday Morning

10 May, 2020: [Hello Sunday Morning](#) is delighted to welcome His Excellency General the Honourable David Hurley AC DSC (Ret'd) as official 'Patron-in-Chief'.

Hello Sunday Morning is a non-profit with a vision to change the world's relationship with alcohol.

The Governor-General has long been a supporter of and advocate for the work of Hello Sunday Morning, having seen the extent to which alcohol can destroy lives and livelihoods.

"Once you've seen alcoholism at work and how it can disorient lives; change personalities; upset ambition; personal futures, then you understand why organisations like this, initiatives like this, are so important," said His Excellency during a Zoom interview to discuss his patronage.

"I've often said that no families are spared the impact of alcohol. In my intimate family and broader family, I've seen how it has damaged lives and held people back, and how difficult it is to get on top of it and to maintain an alcohol-free life for people who have issues with alcoholics."

CEO of Hello Sunday Morning, Chris Raine, said His Excellency has supported them through the years, helping them to help others change their relationship with alcohol.

"Hello Sunday Morning offers a proven digital support program, *Daybreak*, which has over 70,000 registered users, and supports a community larger than that of Alcoholics Anonymous in Australia.

"Never has it been in greater demand as social isolation, unemployment and anxiety drive up alcohol consumption.

"The discussion of alcohol and the normalisation of excessive drinking has become inseparable from the social distancing demands of COVID-19. This is compounded by the fact that access to face-to-face support is greatly restricted.

"At such a time, to have on board a committed and respected advocate like Australia's Governor-General is very encouraging," said Mr Raine.

His Excellency said he knows the damage that alcohol can do.

"So don't sit at home and say, it's beyond me. It's not.

"I've seen lives turned around positively because people have reached out. So what Chris and Hello Sunday Morning have developed is a way forward for you. It really is. So grasp it. And seek support."

Video available [here](#).

## About Daybreak

Around 400,000 Australians need access to treatment for alcohol problems, and of those who do get seen, 70 per cent won't get sufficient help because existing treatment services are unscalable and expensive. *Daybreak* is an online program that helps people change their relationship with alcohol through a supportive community, habit-change experiments, and one-on-one chats with health coaches. Not only can this provide valuable and anonymous support for individuals in need, it is also able to reduce the burden on the hospital system. Since 2016, *Daybreak* has been available across the Primary Health Network, and since 2018 it has been funded by the Federal Government with an initial \$3m investment. More than 5,000 clients remain active in the program each month.

## About Hello Sunday Morning

Hello Sunday Morning is an organisation based in Sydney, Australia. Its mission is to help people to change their relationship with alcohol, and to provide them with the tools for doing that. Hello Sunday Morning was born in 2009 when CEO, Chris Raine, undertook a year-long experiment to quit drinking. A nightclub promoter at the time, Chris blogged about the challenges and successes of this experiment when he woke up hangover-free every Sunday Morning, signing off with, "Hello, Sunday morning!" First extending the challenge to his flatmate, by 2014 Hello Sunday Morning had grown into the world's largest online community of people supporting each other to change their behaviour around alcohol.

This community has now merged into our key offering – a program called *Daybreak*. The *Daybreak* program is helping people to change their drinking habits one day at a time. *Daybreak* is a digital service that people can access through either an app or the web. It provides an anonymous and supportive environment for consumers to set alcohol change goals and to then work with health professionals to achieve them.

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