

Hello Sunday Morning Annual Report 2022-23



**We're changing the world's
relationship with alcohol.**

One Sunday at a time.

In the spirit of reconciliation, Hello Sunday Morning acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respects to Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.



TABLE OF CONTENTS

Message from our Chair	4
Message from our CEO	5
Our Year in a Snapshot	6
About Hello Sunday Morning	7
Our Board of Directors	11
Our Team	14
Our Strategy	18
Daybreak	20
Alcohol and Wellbeing Self-Assessment	24
The Member Journey	25
Project Optimise	26
Audited Financial Statements	27

MESSAGE FROM OUR CHAIR



As we reflect on the challenges and successes of the year, I am reminded that our journey is far more than a financial statement.

Like many NGOs we continued to feel the after effects of the pandemic years, but financial challenges are not the whole story. Hello Sunday Morning continued to make great progress in advancing our ambitious purpose: Changing the world's relationship with alcohol. One Sunday at a time.

Our Daybreak community continued to grow with over 11,000 new members and we continued to demonstrate our positive impact on the health of Australians.

The social harms and economic costs of alcohol in Australia are huge. Alcohol use costs Australians \$66.8 billion annually and causes more than 5000 deaths a year. Hello Sunday Morning plays a unique and critical role in earlier intervention to reduce those costs and harms and takes the pressure off the overburdened alcohol and other drug and mental health systems.

This year offered the opportunity for the Board to conduct a major strategic review supported by specialist advisory service, GoodWolf Partners. Their detailed analysis positions us for a future of greater effectiveness and impact.

We farewelled Andy Moore as CEO in February and transitioned to an interim arrangement with Board Director, Dr Nicole Lee, which was made permanent in July. We extend our thanks to Andy for his leadership of Hello Sunday Morning.

We were delighted to welcome Nicole to lead Hello Sunday Morning into the future. Nicole has served on the Board and as Chair of the Clinical Governance Committee since 2019.

She is a highly respected leader in the alcohol and other drug sector and brings to the role extensive clinical experience in alcohol intervention, as well as research and business experience, of more than 30 years. She has extensive experience in executive leadership in for-purpose and not for profit organisations.

Nicole's combination of sector knowledge, business acumen and strategic and change management experience will enable Hello Sunday Morning to embark on an important growth phase to expand our services and reach to more people across the country.

A handwritten signature in black ink, appearing to read 'John Rogerson'.

John Rogerson AO, GAICD
Board Chair

MESSAGE FROM OUR CEO



I am deeply honoured by the opportunity to lead Hello Sunday Morning into a new era of sustainable growth.

Like many non government services, Hello Sunday Morning is still experiencing the after effects of the many challenges over the past three years, but our commitment to the people and communities we serve has only grown.

Our annual report highlights some of the many projects, programs and partnerships that reflect this commitment to our mission to change the world's relationship with alcohol, one Sunday at a time.

My first hundred days ended as the financial year was coming to a close. During that time, we have focused our efforts on strengthening the implementation of our operational strategy and refining our internal business processes to position us for sustainable growth. We created a number of new positions to further our work. This was enabled by the wise guidance of the Board and the insights gained from the GoodWolf Partners review.

With the extraordinary financial support and encouragement of our funders we were able to maintain our work without disruption through uncertain times to help thousands of Australians change their relationship with alcohol. We are especially grateful to our major funders, particularly the Australian Government Department of Health, the Ian Potter Foundation and the nib foundation.

Our major initiative was the launch of the Alcohol and Wellbeing Self Assessment tool, funded by the nib foundation. Nearly 40,000 people took the assessment in its first 12 months.

I'm so grateful to the Hello Sunday Morning team, whose focus and dedication during the CEO transition phase helped us to achieve a substantial increase in funding for the upcoming financial year, allowing us to pursue newly identified flagship projects.

During the pandemic alcohol consumption in the community increased and I'm proud that the Hello Sunday Morning team was able to continue the great work we are known for, providing support for people who want to change their relationship with alcohol. Whether that is taking a break, cutting back or quitting.

Our impact data highlights the high number of women in their 40s and 50s who use our service, demonstrating the safe harbour that the Daybreak Community provides for a group that is under-represented in traditional treatment services. Our data also shows that Hello Sunday Morning continues to fulfil its traditional role providing secondary prevention and early intervention, taking pressure off an overburdened alcohol and other drug treatment system.

It is heart-warming to see Daybreak members maintaining such a welcoming positive non-judgemental environment for all. It's the reason why the Daybreak community is so successful. I especially thank some of our long-term members who have become champions of the community and mentors to many who are just starting out on their journey.

I'm excited to move into the new year in a great financial and operational position from which to grow.

A handwritten signature in dark ink, consisting of a stylized 'N' followed by a horizontal line and a small dot.

Dr Nicole Lee PhD GAICD
CEO/Managing Director

OUR YEAR IN A SNAPSHOT



11,193

new Daybreak
members



15,914

individual
Daybreak users



34,566

people completed the
alcohol and wellbeing
self assessment



31,790

average website users
per month



71,011

social media
followers



73,555

newsletter
subscribers



6,309,144

views on
social media



122,314

interactions on
social media

ABOUT HELLO SUNDAY MORNING

Our beginnings

Hello Sunday Morning was born in 2009 when founder, 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!”

As the blog gathered more and more followers, ‘Hello Sunday Morning’ grew into a community of nearly 130,000 likeminded people supporting each other on their journey of change and became Daybreak.

Hello Sunday Morning is now Australia’s largest alcohol-focused online support community and has expanded its offerings to provide a range of supports for anybody who wants to change their relationship with alcohol.



WHY WE DO WHAT WE DO

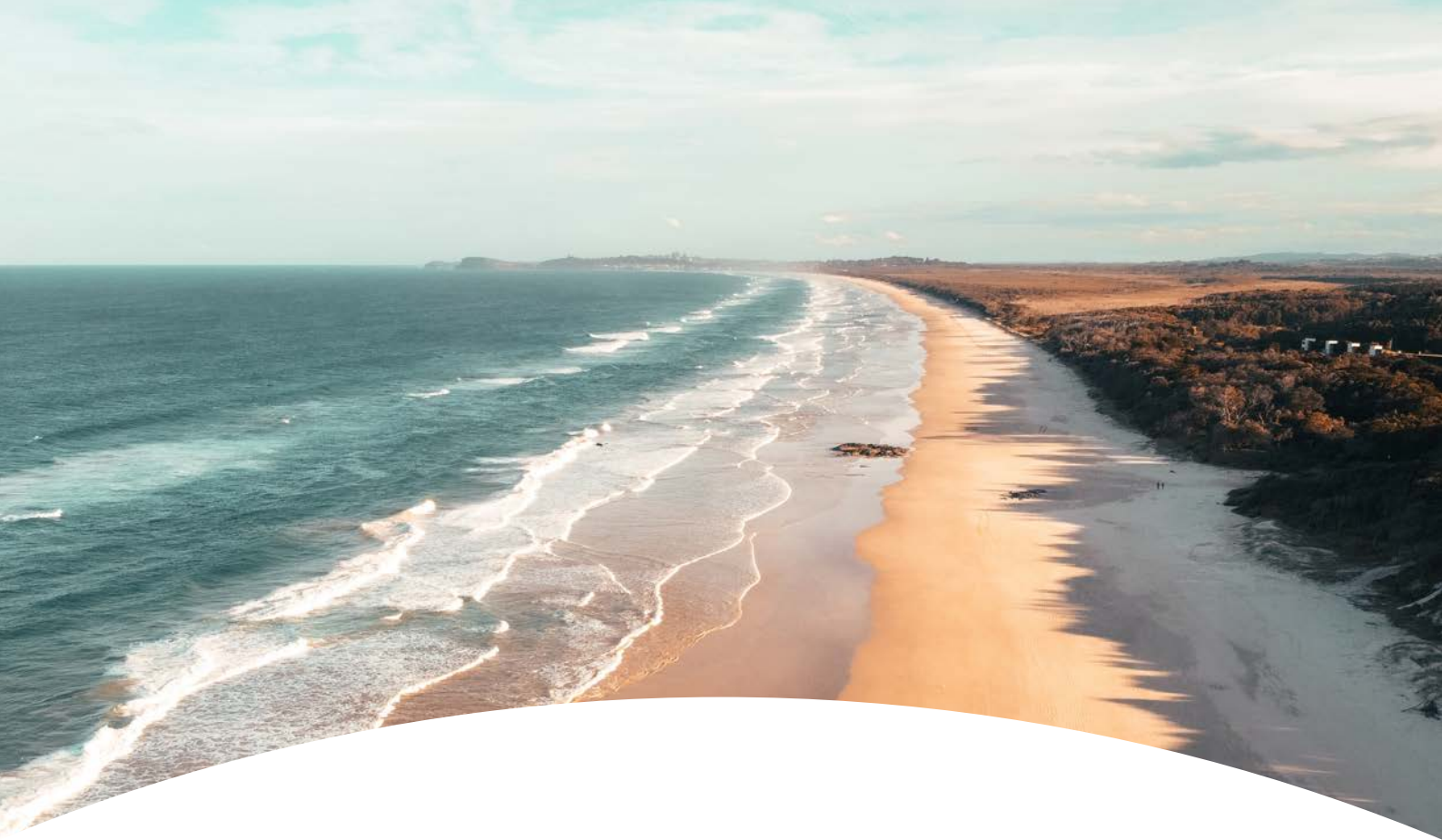
39%
of Australians
drink at risky
levels

Regular drinkers
**increase their
risk of dying
by 43%**
and shorten their
life by nearly
7 years

There is less than
half the **publicly
funded
treatment
places needed**
to meet demand

**People in
regional areas**
are more likely to
become risky drinkers
but have less access
to help

Alcohol consumption
is reducing in some
groups but
**alcohol related
harms are
increasing**



At Hello Sunday Morning we know change can be hard but we believe that getting access to the right support should be easy. We are an established gateway to 24/7 support for anyone, anywhere in Australia. Our services are free and available to all Australians.

The spirit of self help and community support that started with Daybreak is at the core of everything we do. We know how entwined alcohol is in Australian society and how difficult it is for many people who want to make changes to do so easily and still be connected to community.

We know that not everyone who wants to change their drinking needs treatment and we aim to provide a range of evidence based supports for drinkers right along the spectrum from light to dependent to make the changes they want.

Wherever people are in the cycle of change, our challenge is to provide the right tools at the right time to enable them on their journey.

For some taking a break, cutting back or quitting alcohol is the first step to a healthier happier life. For others it is a necessity.

Everyone's journey is unique.

There are so many barriers to getting help: stigma, peer pressure, limited options, confidentiality and cost.

Our aim is to provide tools and resources for anyone who wants to change their relationship with alcohol, in an accessible, supportive and non-judgemental environment.

“
When I told my friends I was doing
FebFast they said 'See you in March'
”

Our values

Our core values support all our work, balancing an innovative can do mindset with empathy, respect and support:

Pioneering

We ambitiously innovate. We turn good ideas into reality through strategic risk-taking, a future-focus and courageous action. We 'fail forward' and see this as learning, and we leverage our learning to help us to work smarter and achieve more.

Empathic

We cultivate awareness. We strive towards greater understanding of ourselves and our membership. Empathy and self-reflection are a daily practice for us as we continuously consider our impact on each other and the community we support.

Authenticity

We adapt to opportunities and challenges in a way that draws upon consistent core values but that considers the impact on self and others. We cultivate and encourage self-reflection so that through knowing ourselves, we can continue to grow both individually and collectively.

Respectful

We provide care with dignity. We protect, honour and respect our community and acknowledge their value, autonomy and worthiness. We believe that everyone has the right to health and wellbeing and we are deliberately just, non-judgemental and inclusive in all that we do.

Supportive

We believe in everyday kindness. We serve our membership with compassion and we create better outcomes by willingly helping and supporting our members and each other.



OUR BOARD OF DIRECTORS

Throughout 2022-2023, the Hello Sunday Morning Board leveraged its expertise across a range of disciplines and skills, and decades of experience in both commercial and not-for-profit organisations.

Directors are elected for a term of three years and may be reappointed for a maximum of two additional terms for a total period of not more than nine years.

Board meetings are held every 2 months. The Executive team also attend Board meetings. The Board also invites contributions from independent experts and key stakeholders to contribute to the development of the Board as required.

There are three Board subcommittees: Finance, Risk and Audit Committee, Clinical Governance Committee, and Nominations Committee.

During 2022-2023, Hello Sunday Morning had six Non-Executive Directors and the Chair. As set out in the Constitution, the Board must comprise not less than three and not more than twelve Directors.



John Rogerson AO, GAICD

Board Chair, Member of Risk & Audit Committee Chairperson (appointed 08/10/2018)

John Rogerson has 30 years' experience in the alcohol and other drugs field. He was previously the Chief Executive of the Alcohol and Drug Foundation (ADF) for 10 years and held a number of other positions at the ADF including Director of Good Sports. He has been a member of key advisory groups, including the Australian National Advisory Council on Alcohol and Drugs, National Alliance for Action on Alcohol, International Drug Policy Consortium and the Liquor Control Advisory Council (Victoria). He is also Board Chair of the WellSpring Centre.



Dr Nicole Lee PhD GAICD

CEO/Managing Director (appointed 10/12/2019)

Nicole is a psychologist with 33 years clinical, research and teaching experience in the alcohol and other drug and mental health sectors. She served for 3.5 years as Non Executive Director at Hello Sunday Morning and Chair of the Clinical Governance Committee before becoming Interim CEO in March 2023 and then CEO in July 2023. She is Adjunct Professor at the National Drug Research Institute, Curtin University, a member of the Australian National Advisory Council on Alcohol and other Drugs (ANACAD), Board Member at The Loop Australia and Fellow of the Australian Association for Cognitive and Behaviour Therapy (AACBT). She is also Founder and CEO at leading alcohol and other drug specialist consultancy, 360Edge. Prior to 360Edge she was Head of Research at Turning Point, Eastern Health.



Ishtar Vij, GAICD

Director (appointed 18/02/2019)

Ishtar Vij is a public policy and government affairs practitioner who has held senior roles in public policy, government relations and law in private firms and global ICT player. She advises on strategy and advocates across a broad range of policy areas including media, communications, privacy, security, copyright and technology policy. She has a practical understanding of brand and reputation in competitive markets. Ishtar is currently Director of Public Policy and Government Affairs for Google in Australia and New Zealand. She is also on the board of Next Wave Festival and a Graduate of the Australian Institute of Company Directors



Anna Cullinane, GAICD

Director, Chair of Finance, Audit & Risk Committee (appointed 28/10/2019)

Anna is Head of Finance at the Butterfly Foundation. She is an experienced finance professional with a passion for the whole of self mental and physical health as a means of taking on life's challenges. She has over 20 years of experience across a breadth of company sectors holding senior financial and operational roles in established multinational firms and start-up enterprises in Europe, the Middle East / North Africa and Australia and more recently as Head of Finance at a health technology start-up in Sydney. As a Fellow of the Institute of Chartered Accountants of England and Wales and a Graduate of the Australian Institute of Company Directors Anna has extensive experience around governance and fit for purpose systems and processes and providing strategic advice to senior leadership teams and Boards.



Fred Hersch

Director (appointed 15/06/2021)

Fred is a Product Manager in the Health and Innovation team at Google Health, with expertise in open source tools for mobile first healthcare systems and ways to use AI to improve access to care. He has previously held positions a software engineer, clinical doctor, public health specialist and academic. He has extensive experience in tech start-ups, clinical medicine, global health research and digital health.



Dhanesh Singh

Director, Member of Risk & Audit Committee (appointed 14/12/2022)

Dhanesh is a Risk and Governance Professional with 30+ years of experience in Risk Management and Regulatory Compliance across multiple countries. She has worked across major international Banks throughout her career managing risks, designing efficient and cost-effective processes, addressing regulatory issues, and providing overall assurance and governance. Dhanesh is passionate about the not for profit sector and supports several organisations to identify, manage and monitor ongoing and emerging risks to support their ultimate objectives.



Anthony Graham

Director (appointed 29/07/2016, resigned 21/07/2022)

Tony joined Macquarie Group in 1998 and is Head of Design, Digital and Engineering in the Banking & Financial Services Group which is responsible for retail banking, business banking, wealth management and motor vehicle leasing. Prior to joining Macquarie Tony spent ten years as an experienced IT Consultant with Accenture specialising in large technology change programs for large retail financial institutions and government departments. Tony is a member of the Executive Committee for Macquarie's Banking and Financial Services Group.

Kirsty Walker

Company secretary

Kirsty Walker was appointed 24 Aug 2021 and held the position throughout this financial year.

Our Patron in Chief

His Excellency General the Honourable David Hurley AC DSC (Ret'd) has been an incredible advocate for our work at Hello Sunday Morning and has been there for us over the years to help us have the biggest possible impact.

We are honoured to have Mr Hurley as our Patron-in-Chief.



“ No families are spared by the impact of alcohol, and 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 are alcoholics, and also how to control it. ”

*His Excellency General the Honourable
David Hurley AC DSC (Ret'd)*

OUR TEAM

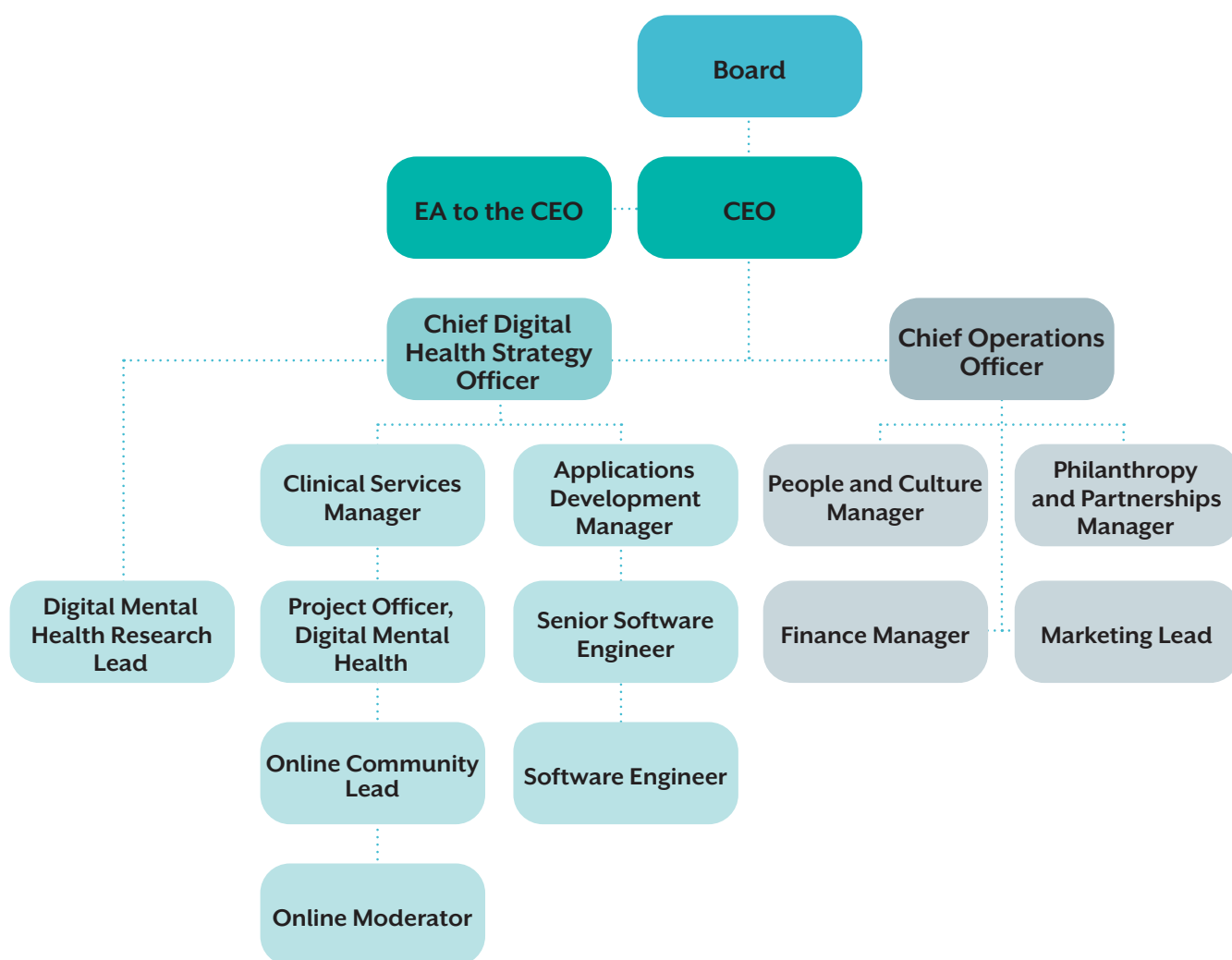
Behind every achievement in this annual report is the unwavering dedication of our exceptional team members.

The Hello Sunday Morning team's commitment reflects their belief in our mission. These passionate individuals are the driving force that propels our organisation forward, going above and beyond to ensure our goals are met with excellence.

Following an external review this year, Hello Sunday Morning appointed a new CEO and underwent a realignment of structure to better reflect our key areas

of work. The clinical services and technology teams were brought together under a single Chief Digital Health Strategy Officer and business support services were consolidated under a new position of Chief Operating Officer.

The second half of 2023 financial year focused on stabilising and rebuilding, with recruitment to vacant and newly created positions.





Our moderators are at the heart of Daybreak

One of the key differentiators at Hello Sunday Morning is our dedicated Daybreak moderator team. They carefully monitor the Daybreak Community for people who need that extra support to ensure that everyone is safe and getting the support they need.



Alyssa

Online Community Lead
and Psychology student



Chantal

Online Moderator
and Psychologist



Shefali

Online Moderator, Project
Manager and Social worker


“ I just want to take the opportunity to thank you and all of the moderators for being here. This app and the community it has fostered is absolutely incredible.
Thank you ”



Consumer Advisory Committee

Our Consumer Advisory Committee provides the voice of lived and living experience in the development and delivery of Hello Sunday Morning’s programs and services. The committee aims to improve the quality, safety and relevance of our programs and services by bringing together consumer advocates of diverse backgrounds and experience.

This year we held our first lived experience webinar Q&A presented by some members of our Consumer Advisory Committee. More than 240 people watched live or later.




LIVE Q&A

HOW TO CHANGE YOUR RELATIONSHIP WITH ALCOHOL

Thinking about drinking less or taking a break from alcohol for Dry July? Join our lived experience panel for their top tips on what to expect and how to make the journey successful.


 Wednesday 28th June, 2023

 6.30 PM - 7.30 PM

100% ONLINE Live on Zoom

Register Now:
https://us06web.zoom.us/join/register?wn_sw5xPovSQPi-qVWu3WTi8g

THE PANEL LINEUP



SPEAKER 1
Rhys
Technology Advisor to Corporates and Governments



SPEAKER 2
Kathryn
Specialist alcohol and binge drinking coach



SPEAKER 3
Trish
Retired professional



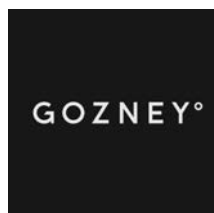
SPEAKER 4
Sarah
Counsellor



HOST
Dominique
Clinical Psychologist
Hello Sunday Morning

Our Supporters

We are grateful for the generous and ongoing support of our major funding partners and the many organisations and individuals who contribute to Hello Sunday Morning through grants and donations so we can continue our good work and be there 24/7 for all Australians.



Our Partners

This year we developed close partnerships with a number of like minded organisations, including Clean Slate Clinic, Sober in the Country, Smart Recovery and Turning Point, with the core aim of creating a seamless digital alcohol and other drug system. We are also a founding member of Alcohol Change Australia, a group of health and community organisations from across Australia working together to prevent and reduce alcohol harm among Australian individuals, families, and communities.



OUR STRATEGY

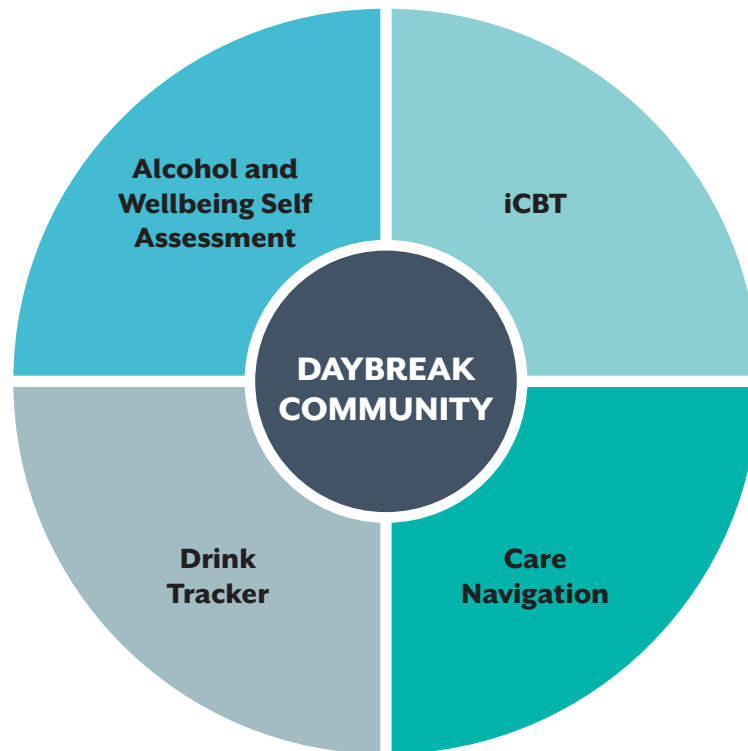
Our strategic pillars

Our current strategic plan is set against six key pillars each with core aims.



Our flagship programs

In addition to our core service, the Daybreak community, towards the end of 2022-2023 we used our strategic pillars as a base to create four flagship programs for development. The Alcohol and Wellbeing Self Assessment was launched early in 2023 with the generous support of the nib foundation. In July 2023 the nib foundation also provided support for two additional programs: the Drink Tracker, due to be launched later in 2023 and the iCBT program, a 6-session self directed treatment program, due to be piloted in 2024. Care navigation was put on hold this year, but will restart in 2024.



Our impact

We aim to create the greatest impact we can in the community to reduce alcohol related harms and support people to change their relationship with alcohol.





“

I'm coming up on 6 months alcohol free and it started with this app. I've been to doctors, psychologists – you name it. But here it's like-minded people just wanting to help you. Former and current alcohol dependent people helping each other through experience. 100% recommend. It stopped this decades long user, and it can you too, just use it often (especially in the early days of quitting). Always see a doctor if you are a heavy drinker going cold Turkey. I still use it to support others. Hope to see you there.

”

 **Daybreak**

DAYBREAK

Our digitally enabled platform, the Daybreak app, is the gateway to a free anonymous 24/7 peer support community for people wanting to change their relationship with alcohol, whether that is taking a break, cutting back or quitting.

Daybreak has had close to 130,000 registrations and between 4000-6000 active members in any month.

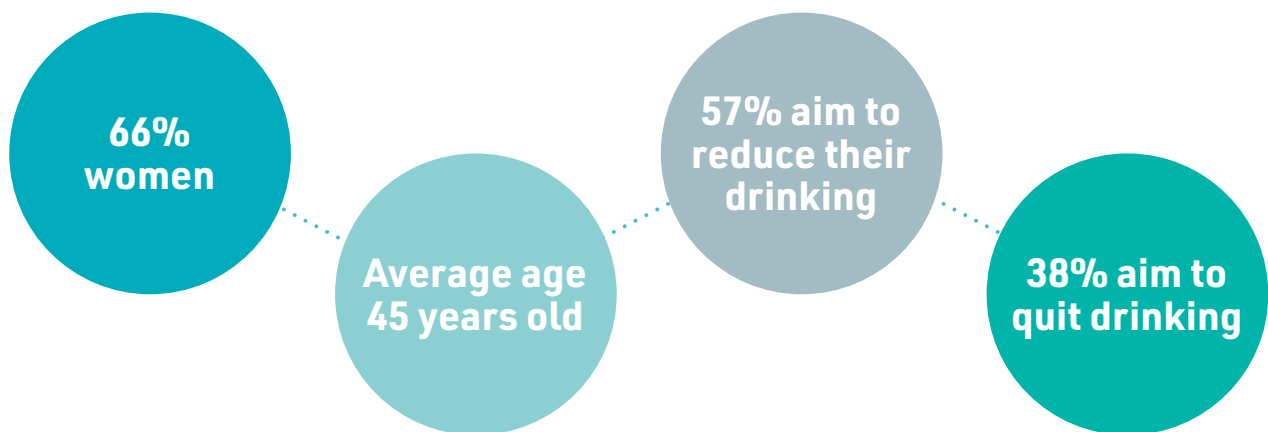
Funded by the Australian Government Department of Health, it is free to all Australians.

Daybreak provides a low threshold access point for people who want to take that important first step in changing their drinking.

It offers a safe, anonymous and non-judgemental online community for anyone that wants support from others who are going through their own journey. The peer-led community helps each other to reach their change goals.

A quasi-RCT evaluation of the Daybreak Community, by the National Drug Research Institute at Curtin University in 2015, showed that participation in the community produces a significant reduction in drinking and a significant improvement in wellbeing.

Participants reduced their alcohol consumption from an average of 37 standard drinks a week to 17 standard drinks a week and on average psychological distress reduced from mild/moderate to low.



Daybreak outcomes 2022-2023

Alcohol use halved among participants after 8 weeks and psychological distress reduced significantly.

Daybreak Member Experience Survey 2022-2023

The Daybreak Member Experience survey helps us understand Daybreak members' attitudes, experiences and opinions, and to take the pulse of the community to drive continuous improvement.

Sixty two percent had been part of the community for more than a year. Fifty seven percent accessed the Daybreak community at least once a day.

People joined the Daybreak community for many different reasons, including seeking information and emotional support from others sharing similar experiences.

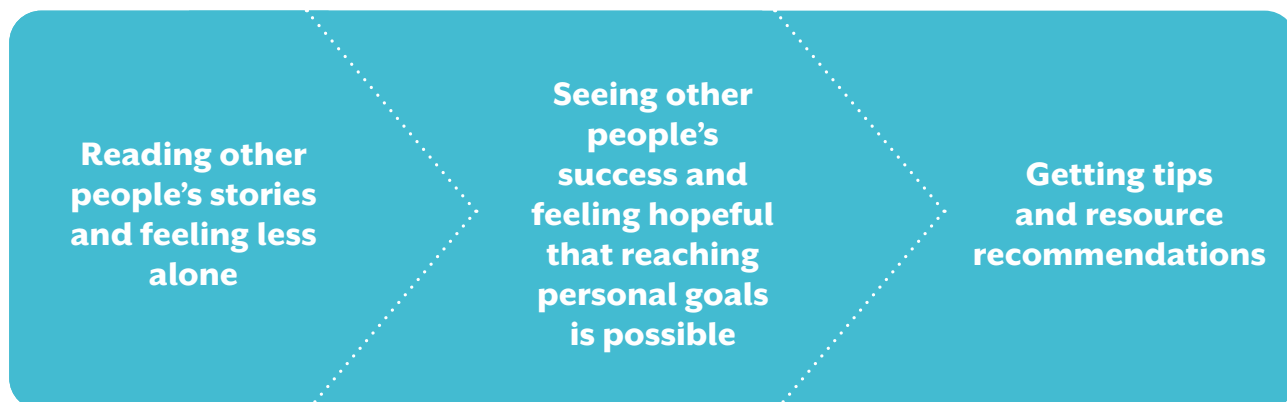
“

I had tried to reduce my alcohol intake so many times and each time failed. Daybreak gives you that anonymous support network that you need to make that big change in life – I am so thankful. It is non-judgemental support from others on the same journey plus professional support when you need it.

”



What do people find most helpful about Daybreak?



“ The community in the app is so wonderful you just get swept up into it. I've been on and off the app for years. It's a wonderful thing that is helping people move away from alcohol and to be supported in their journey and know they are not alone. ”

How likely are they to recommend Daybreak?

The Daybreak community gets a 9 out of 10 for how likely people are to recommend to others.



“ Great app for finding support and sharing with complete anonymity. Would definitely recommend. ”

ALCOHOL AND WELLBEING SELF ASSESSMENT

The Alcohol and Wellbeing Self-Assessment is a quick and easy confidential online self-checker. During its first 12 months, more than 38,000 Australians completed the self assessment. People who complete the self assessment get an individual report that helps them understand their drinking habits, with links and recommendations for next steps.

Alcohol and wellbeing self assessment evaluation

Nearly 38,000 people used the Alcohol and Wellbeing Self-Assessment. Nearly 29,000 received their Personal Snapshot Report. We followed up a group of people after three months to ask them what they thought. We published the results in the Journal of Medical Internet Research Formative Research in 2023.

Key findings

- **80% were highly satisfied with the self assessment tool**
- **95.6% said it was easy to use**
- **People said they were extremely likely to recommend it to others**
- **There were significant positive changes in drinking and wellbeing after three-months***

* Fletcher K, et al., Preliminary Clinical Outcomes of the Hello Sunday Morning Alcohol and Wellbeing Self-Assessment: Feasibility and Acceptability Study Journal of Medical Internet Research Formative Research 2023;7:e48245.





THE MEMBER JOURNEY

Our member journey is a visual representation of how people on an alcohol change journey typically engage with HSM throughout their time with us. Understanding this journey helps us provide more targeted support and tools.

The HSM member journey tells us that there are several stages of a person's movement through change. The journey map shows some clear steps and interactions that create the member pathway or process of care.

Thank you to Pretzel Lab for their support of this project.



PROJECT OPTIMISE

Project Optimise used machine learning to help us better use our data to enhance the user experience and outcomes. It looked at 6.5 million recorded actions in the Daybreak app by 47,752 members to understand engagement patterns.

Thank you to Latitude Network for their assistance with this project.

Five key member segments

Short Stayers

57% of people were active for 5 days on average

High Potentials

25% were active for 17 days on average. They were more active than Hangers and posted sparingly

Hangers

9% were active for 13 days on average but didn't post very often

Regulars

8% were active for 53 days on average and moderately active

Super Users

1% were very active over a long period - 388 days on average and engaged and supported the community. Super Users tend to be women with a goal to quit alcohol.

Most people achieved their goals, even those that stayed for a short time. There was a difference in the number of days people in the different segments looked at the app, but once they were in the community, activity levels were similar across segments.

 **Hello Sunday Morning**