

Hello Sunday Morning

CHANGING THE WORLD'S RELATIONSHIP WITH ALCOHOL. ONE SUNDAY AT A TIME.

Quarterly Update | April – June 2025

HELLO SUNDAY MORNING TURNS 15!

This year, Hello Sunday Morning celebrates 15 years of supporting Australians to pause, reflect, and reset their relationship with alcohol.

What began as a blog has grown into a national force for change, thanks to the strength of our community, the dedication of our partners, and the generosity of our donors and supporters. You've helped us turn bold ideas into real impact.

We're stronger than ever, as we build up an early intervention system that can support people wherever they are in the change journey. We're deeply grateful to everyone who has stood with us. Your belief in our mission is changing lives. Every single day. And we're just getting started.

HELLO CHANGE

Hello Change is like a psychologist in your pocket. It's a self-directed, 6 session CBT program designed to help anyone who wants to change their drinking - whether quitting, cutting back or taking a break. Based on the latest scientific evidence, Hello Change teaches you practical skills and strategies to empower you to make the changes you want. We're so proud to launch this program, which has already proved immensely popular. Our thanks to nib foundation for supporting its development.



ACCESS > HELLO CHANGE PROGRAM



MEETING THE GG

In February, Dr Nicole Lee, CEO, met with Her Excellency The Honourable Sam Mostyn AC, Governor General and Hello Sunday Morning's Patron-in-Chief, to discuss our vision for the future.

Then in June attended a function at Admiralty House in Sydney to celebrate the charities that the Governor General supports.

Her Excellency has long championed mental health as a national priority, and her support for organisations like Hello Sunday Morning reinforces the life-changing potential of prevention and early intervention.

We're grateful for her support in driving social change and advocating for early intervention through digital health.

OUR REACH AND ENGAGEMENT

Our reach continues to grow across all our communication channels, and our voice is resonating across Australia and beyond.



87,031

subscribers



74,693

social followers



7

media articles



CHANGING LIVES

Diane Denton is one of Hello Sunday Morning's Consumer Advisors.

Her story is one of incredible resilience and self-discovery. After several attempts at quitting, late in 2023, with the support of Hello Sunday Morning's Daybreak community, she stopped drinking for good and she hasn't looked back since. Now, she's bringing her lived experience to her Consumer Advisor role, providing valuable insights as we develop new projects, research and pilot program.

Why did Di try Daybreak?

"...rehab didn't feel right. AA wasn't the right fit...One of the things I loved about Hello Sunday Morning, that really helped me stay sober, was it's more about what you gain from not drinking." We're incredibly proud to have Di on as part of the team as she continues to inspire others by living her best life without alcohol.



WATCH > DI'S STORY ON CHANNEL 7 NEWS



THE CONVERSATION

Ever heard of zebra striping or damp drinking?

It's all about moderation. Our CEO, Dr Nicole Lee and our Research and Evaluation Manager, Dr Katinka van de Ven recently wrote a fascinating article in The Conversation on how Gen Z is changing how we drink and the social influences shaping this change. It's a shift toward mindful, moderate consumption.



ARTICLE > THE CONVERSATION

MEASURING IMPACT

Daybreak

155,124

total members

3.4%
quarterly increase

MyDrinkCheck

41,780

assessments completed

3.0%
quarterly increase

DrinkTracker

18,207

registrations

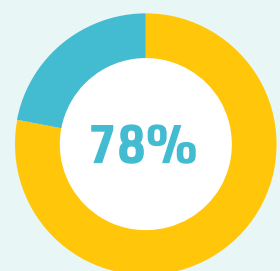
13.8%
quarterly increase

HelloChange

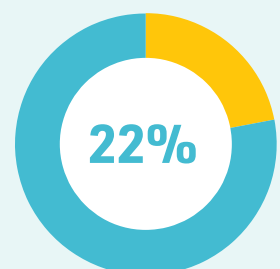
805

registrations

32.6%
quarterly increase



reduction in drinking
within 3 months



reduction in psychological distress
within 3 months