

# Hello Sunday Morning Annual Report 2024-25

CELEBRATING  
**15** YEARS



**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.



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# MESSAGE FROM OUR CHAIR

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As I reflect on this reporting year and on my time as Chair, I am reminded of how far Hello Sunday Morning has come and how profoundly needed our work continues to be.

This year marked a significant evolution in both scale and maturity for the organisation. Our programs continued to reach more people than ever, with more than 155,000 people now part of the Daybreak community, thousands using Drink Tracker and My Drink Check to take their first steps toward change and the successful launch of Hello Change, our CBT-based support program. These are not just product milestones, they represent lives redirected, families strengthened and futures reclaimed.

We also strengthened our foundations. We achieved national accreditation under the Australian Digital Mental Health Standards, advanced our enterprise risk maturity, invested in employee culture and capability and delivered a budget surplus while diversifying our partnerships and revenue. In a sector where sustainability is not guaranteed, this matters. It ensures our mission is not just heartfelt, but financially backed and future-ready.

A personal highlight this year was the celebration of 15 years of Hello Sunday Morning, a movement that began with one person blogging about not drinking and has grown into the country's most trusted digital space for alcohol behaviour change. Throughout that journey, what has never changed is the heart of this organisation: hope, evidence and community.

I want to acknowledge the extraordinary leadership of our CEO, Dr Nicole Lee, whose vision and drive continue to push us into the next chapter, one defined by integrated digital care, research leadership and sector-wide influence. To my fellow Board members, past and present, thank you for your wisdom, commitment and collaborative governance through a period of significant growth and transition.

It has been a privilege to serve as Chair during such a defining chapter in our story. At the AGM I will be retiring from the Board and as Chair, after more than 6 years. As I hand over the role, I do so with deep confidence in the organisation's direction, the strength of its leadership and the growing national recognition of the importance of alcohol behaviour change.

Thank you to everyone - partners, funders, supporters, employee and the courageous individuals who share their stories with us - for helping turn quiet personal change into a public movement for healthier lives.



**Anna Cullinane**  
Board Chair

# MESSAGE FROM OUR CEO

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This year was a turning point for Hello Sunday Morning, one defined by impact at scale, strengthened evidence and bold steps toward the future of digital alcohol support.

More than 155,000 Australians have now joined Daybreak, with around 4,500 active members supported every month through 24/7 peer connection and moderated care. Within three months of joining, members showed a 75% reduction in drinking risk, psychological distress drops by 23% and those reductions are sustained over time. These outcomes reaffirm what we see every day: When people have access to safe, stigma-free support, change is not only possible, it's contagious.

We continued to expand our stepped care ecosystem, with strong uptake of My Drink Check (5,800+ assessments this year alone), Drink Tracker and the launch of Hello Change, our brief CBT program. We also strengthened one to one support through Care Navigator, offering personalised guidance for those needing more than digital community alone.

This year also marked a major milestone in our evolution as a digital health organisation. We achieved national accreditation under the Digital Mental Health Standards, launched our new website, introduced AI assisted moderation to support timely risk response and began the build phase of a fully integrated digital platform that will bring all services together in one seamless experience. Our incredible Consumer Advisors were appointed this year and have been instrumental in guiding our work.

Our public voice and research leadership also grew significantly. We now have seven academic papers in progress, twelve active research partnerships and many hundreds of thousands of readers reached through published commentary. We also developed our Research and Evaluation Framework and Data Strategy 2024–26, ensuring

our growth is guided by evidence, not assumption.

None of this is possible without people - the team who show up every day with skill and heart; our Consumer Advisors who keep us honest and human, the funders and partners who understand that alcohol harm is a solvable problem and the thousands of individuals rewriting their Sundays through courage, curiosity and community.

As we prepare for our 15 year anniversary celebration with the Governor General, the year ahead will focus on scale, sustainability and stronger national visibility. We will complete our digital integration work, expand partnerships across health, workplaces and government and continue driving a cultural shift away from "just drinking" toward real choice and wellbeing. The year ahead is about reach and resonance - elevating Hello Sunday Morning's profile, strengthening our brand and taking the idea that drinking less = doing more into homes, workplaces and communities across Australia.

Thank you to all our members, partners and friends for being part of this movement. The world is changing its relationship with alcohol and together, we are making sure that change is supported, evidence based and accessible to everyone.



**Dr Nicole Lee**  
Chief Executive Officer

# OUR YEAR IN A SNAPSHOT

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Our reach and engagement continued to grow this year, reflecting strong demand for accessible, evidence-based support.



**155,124**

Daybreak  
members



**223,175**

views on  
social media



**5,871**

completed  
My Drink Check



**73,089**

newsletter  
subscribers



**18K+**

website visitors  
per month



**16,874**

new Daybreak  
members 2025



**2506**

rural Australians  
supported



**70,573**

social media  
followers

# ABOUT HELLO SUNDAY MORNING

## OUR VISION

A world where every individual has the right support, at the right time, to change their relationship with alcohol.

## OUR MISSION

To harness technology to create effective, engaging and cutting edge programs that inspire and empower people to change their relationship with alcohol.



### INNOVATION

We innovate for impact

### EXCELLENCE

We always bring our best

### CURIOSITY

We are curious to learn and evolve

### CARING

We foster connection and understanding through caring

### EVIDENCE BASED

We prioritise informed decision making



# OUR BEGINNINGS

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In 2009, our founder Chris Raine took a year long break from drinking and began sharing his reflections online, signing each post with “Hello, Sunday Morning.”

The honesty of that experience resonated and soon a community formed around the idea that change doesn't have to come with shame, pressure or perfection. It can begin with a single decision, a single week, a single Sunday. From these beginnings grew one of the first expressions

of the “sober curious” movement in Australia. Today, Hello Sunday Morning is the largest alcohol change support community in the country, with more than 155,000 members connecting, supporting and inspiring each other to rethink their relationship with alcohol in their own way.

## Our work is guided by a simple belief

Because drinking less isn't about restriction. It's about getting something back.

More clarity.  
More energy.  
More presence.  
More connection.  
More of life.

This year, we introduced a refreshed brand direction that captures the heart of this movement:

**Drink Less. Do More.**

It reflects what our members tell us every day: The most meaningful part of change isn't the alcohol they leave behind, but the life they rebuild, rediscover or expand as a result.

Wherever someone is in their journey, whether taking a break, cutting back or quitting entirely, we are here to offer evidence based tools, community support and care, at the moment they are ready.

One Sunday at a time.

“ If people want to change their relationship with alcohol, they should get all the support they need ”

*Chris Raine*

# WHY WE DO WHAT WE DO

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

Alcohol use costs  
the Australian  
community more than  
**\$67 billion  
a year**

**6.6 million  
Australians**  
aged 14 and over  
consume alcohol in  
a way that puts their  
health at risk

Alcohol is  
a known cause  
of more than  
**200  
diseases**

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

**40% of  
Australian  
people living in  
rural areas**  
put their health at risk  
from risky drinking

**43.4% of  
Australians**  
put alcohol and  
other drugs in their  
top 5 issues for their  
community



More than 400 million people worldwide are impacted by harmful drinking, and alcohol causes around 2.6 million deaths each year. It's responsible for 5% of all deaths globally and around 13% of deaths among young people – deaths that are entirely preventable.

Here in Australia, the picture is just as stark. Alcohol is the leading risk factor for death and disability among young Australians aged 15–39. It contributes to more than 4,000 deaths and over 70,000 hospitalisations every year and drives harm across more than 200 disease and injury categories, including cancer, cardiovascular disease, mental health issues, suicide and family violence.

Despite this, alcohol is one of the most under-treated health risks in the country: Around one in three adults drink above our national guidelines, yet more than half of those who need help never receive it.

Every one of these harms is preventable – and early, accessible, evidence based support makes a real difference.

“ Hello Sunday Morning is not separate from the drinking culture, it's part of it. We're part of the conversation. ”

*Chris Raine*



# BECK'S JOURNEY

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## Beck's story: Finding freedom in Sunday mornings

"I'm still mesmerised by the beauty of sober Sunday mornings."

Beck started drinking in her teenage years. What began as a way to fit in soon became a way to numb pain and anxiety. By her 30s, alcohol had taken over – weekends stretched into daylight hours, she put herself in risky situations and friends worried if she'd make it home safe. "My best friend told me she loved me but didn't like who I was right now", Beck recalls. "That really hit home".

She tried to cut back over the years, Dry July, calendar reminders, rules about going home early, but nothing worked.

Then Hello Sunday Morning and the Daybreak app became part of her life. Along with adopting a rescue dog and a retreat with her best friend, it gave her the push she needed.

On New Year's Eve 2020, Beck had her last drink. From then on, she threw herself into change – sober books, podcasts, fitness and online communities.

"Daybreak became a huge driver in helping me to view Sundays differently", Beck says. In her first year alcohol free, she often felt lonely and detached from social life. But through Daybreak she discovered she wasn't alone and began to reframe her weekends. "Instead of waking up with regret, I started chasing sunrises. Nearly five years later, I'm still mesmerised by the beauty of sober Sunday mornings".

Sobriety has opened up Beck's world. She bought her own home, launched a sleepwear business and started studying counselling to support others. In 2024, she also became a respite foster carer to a five-year-old boy who is now a central part of her life. Most of all, she has found peace and joy in everyday life, whether that's 5am gym sessions, dog walks or quality time with family, friends and her partner (who also lives alcohol-free).

"I'm blown away by platforms like Hello Sunday Morning that provide safe spaces like Daybreak", Beck says. "They give you motivation and remind you you're never alone in this journey".

Beck sums it up best:

"If you want to put anything in a bottle, put sobriety in there – it's like bloody sunshine in a bottle... without the hangover".



**Beck**  
Daybreak member

# EVERYONE'S JOURNEY IS UNIQUE

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Changing your relationship with alcohol isn't a straight line. It's a series of decisions, reflections, setbacks and breakthroughs and everyone moves through it differently. That's why our model of care isn't one size fits all. It's designed to meet people exactly where they are and stay with them as their needs change. Our stepped care approach follows the well established stages of behaviour change, offering the right level of support at the right moment, from the first flicker of awareness to long term transformation.

## Sparking awareness

### Pre-contemplation ➤ awareness

For many, the journey starts quietly. A question. A curiosity. A sense that something might need to shift. MyDrinkCheck gives people a private, judgement free space to reflect on their drinking and wellbeing, often the very first moment they decide to look more closely.

## Exploring possibilities

### Contemplation ➤ exploring

When someone starts thinking, "Maybe I could drink less", we help them see what change might look like. Drink Tracker supports that exploration with personalised insights and goal-setting tools that turn vague intentions into something real and actionable.

## Taking action

### Preparation ➤ action

When people are ready to make a change, Daybreak is there with practical guidance,

peer support and evidence based resources. It's a safe, encouraging community that helps people build momentum and stay motivated, not just for a week, but for the long haul.

## Strengthening new habits

### Maintenance ➤ identity shift

Real change doesn't end when the drinking slows down – it continues as people learn new skills and redefine who they are. Hello Change offers a structured, self guided CBT program to support lasting behaviour change, while Care Navigator provides personalised referral pathways for those who need more intensive or specialist support.

## Staying connected and celebrating wins

### Long-term maintenance ➤ sustaining change

Sustained change thrives in community. Our peer spaces and member led celebrations make progress visible – not just through reduced drinking, but through new confidence, relationships, routines and identities. Change becomes something people are proud to share, not something they do alone.

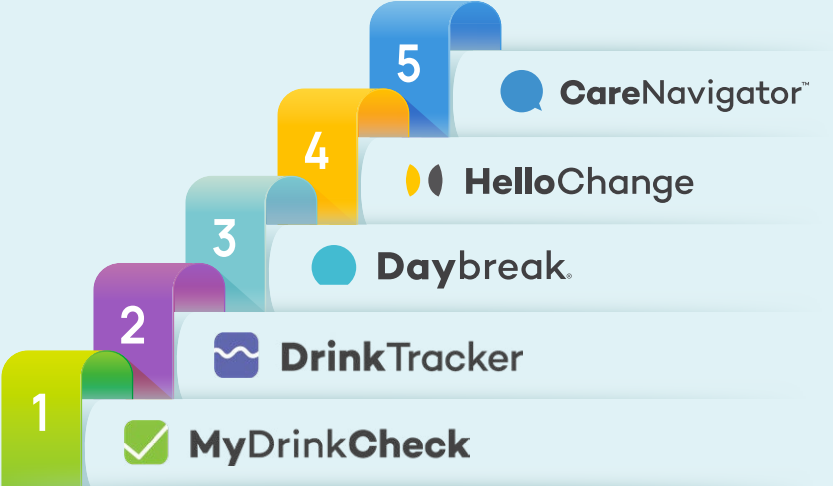
# A care system built around real lives, not rigid pathways

Each program can stand alone, but together they create a seamless, flexible support ecosystem that adapts as people move through different stages of change. Whether someone is just starting to question their drinking or has already rewritten their life around new habits, we're there, offering tools, community, and next steps whenever they're needed.

**The result:**

More people not only start change but stay with it and feel supported every step of the way.

## We're building a stepped care system



“ More sleep. More pride.  
More Sundays.  
That’s the trade-off.”



# CELEBRATING 15 YEARS OF HELLO SUNDAY MORNING

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For 15 years, people have been choosing to rethink their relationship with alcohol, in their own way, at their own pace. To honour the heart of this movement, we asked our community members to share what drinking less has given back to them, in their words.

**These voices are our story.**  
**And they continue to guide where we go next.**



"It gave me back everything that truly matters: My wife, my work and my beautiful kids. It's filled me with gratitude and a deep sense of purpose to help others".



"Drinking was taking everything away, drinking less has given me everything back – and even more than I ever could've imagined. I'm making dreams come true that I had once completely given up on".



"Changing my relationship with alcohol has given me a much deeper, loving and more meaningful connection with myself and with the people in my life".



"For the first time in decades, I feel proud of who I am. For keeping promises to myself. For showing up for me. For being clear-eyed, grounded and present for the people I care about. Cutting back gave me back the ability to actually like the person I am and that's something alcohol never allowed me to feel".



"It gave me my life back in the smallest, quietest ways – peace in the morning, laughter that's real and a heart that's not numb. It gave me the ability to look people I love in the eye and mean it. And it gave me back a future I didn't even realise I was losing."



"Removing alcohol over 20 months ago has given me back days I genuinely look forward to. No rush, no fog, just me, Sadie and a calmness I never thought possible. My productivity has soared and I'm finally experiencing what true balance feels like".



"It has given me back clarity – the ability to feel life fully, to show up for myself and others with honesty and to reconnect with the parts of me that were buried beneath the noise. It's given me my peace, my purpose and my presence".



"It has given me back my zest for life. I have more bandwidth and energy to pour into the things that matter most: My work, relationships and personal growth. I'm far better equipped to handle whatever life throws my way without alcohol".



"Not drinking has given me a clearer head in more ways than one. I no longer wake up with fog or headaches and best of all, I am much clearer on what truly matters in life".

# COMMUNITY AND CELEBRATION

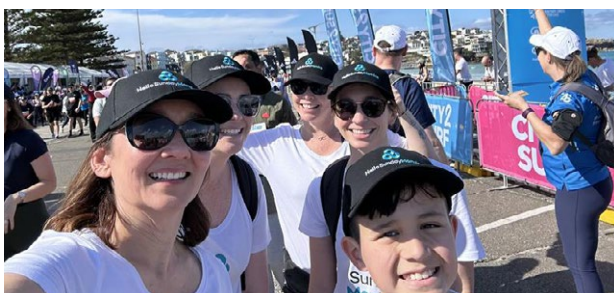
## City2Surf 2024

The early hours of 11th of August saw #TeamHSM gather at Hyde Park, lacing up their shoes, donning blue and white tees and catching the shared energy of the city waking up. The morning was crisp and we were full of purpose. Our first City2Surf was underway.

Some last minute hydration and a few extra nervous moments as the 14 km run loomed. But we weren't just here for the finish line, we were here for something bigger: Every step would raise awareness and funds to support our mission to help people change their relationship with alcohol.

As the starting gun sounded, our crew merged with the enormous sea of runners heading from the city towards Bondi Beach.

The route through Sydney's streets was alive. Music in the air, crowds cheering, the iconic "Heartbreak Hill" challenge ahead. And in every kilometre, we witnessed our messaging in motion - bold participation, visible commitment, every distance covered aligning with our mission to shift culture around alcohol.



This wasn't just a fitness event. Each runner had a story, a reason. Maybe they were running for a friend, maybe for themselves or simply to show that being active and present in life needs no alcohol. The personal challenge, the climb, the pace, mirrored the work many of our members tackle every day: Building new habits, facing new challenges, pushing through the discomfort, choosing a different path.

As #TeamHSM runners hit the barricades near Bondi Beach, the sense of achievement was palpable. By taking part, we collected not just important funding, but visibility, connection and momentum for our cause. For many, it was an important personal achievement.

The finish line marked the end of the run but the beginning of many conversations. About why we ran, who we ran for, what we'll keep doing next.





## A Shared Vision for Change: Meeting Our Patron at Admiralty House

This year, Her Excellency the Honourable Sam Mostyn AC, Australia's Governor General became Patron in Chief of Hello Sunday Morning. Her Excellency's longstanding commitment to gender equality, mental health and social impact aligns strongly with our mission to reduce alcohol related harm and support healthier communities.

Our conversations with Her Excellency offered thoughtful insight into how we continue to broaden our reach, strengthen partnerships and advocate for compassionate, evidence informed approaches to behaviour change. Her support helps amplify our national voice and ensures our work reaches those who need it most.



# EMPOWERING CHANGE

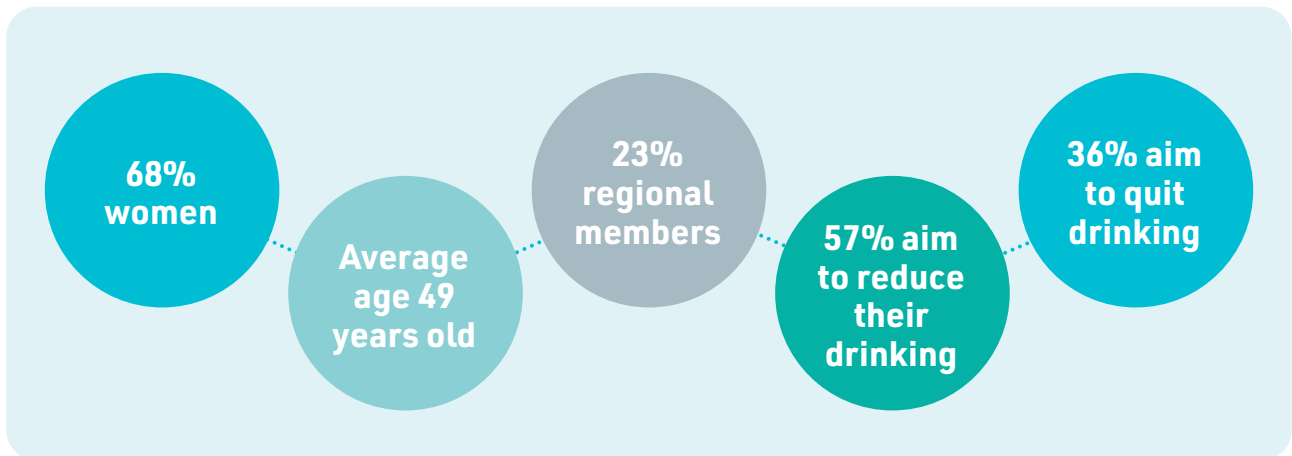
## DAYBREAK

Our flagship digital support program, Daybreak, continues to be a lifeline for thousands of Australians wanting to change their relationship with alcohol.

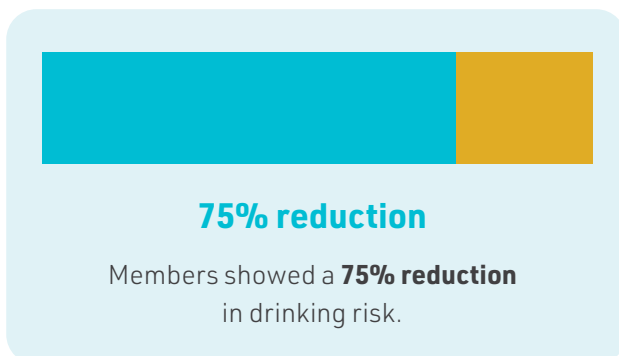
Funded by the Australian Government Department of Health, Daybreak provides 24/7 access to a safe, free and non judgemental community where members can find understanding, encouragement and accountability from others.

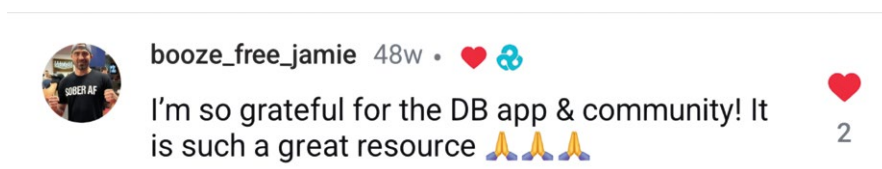
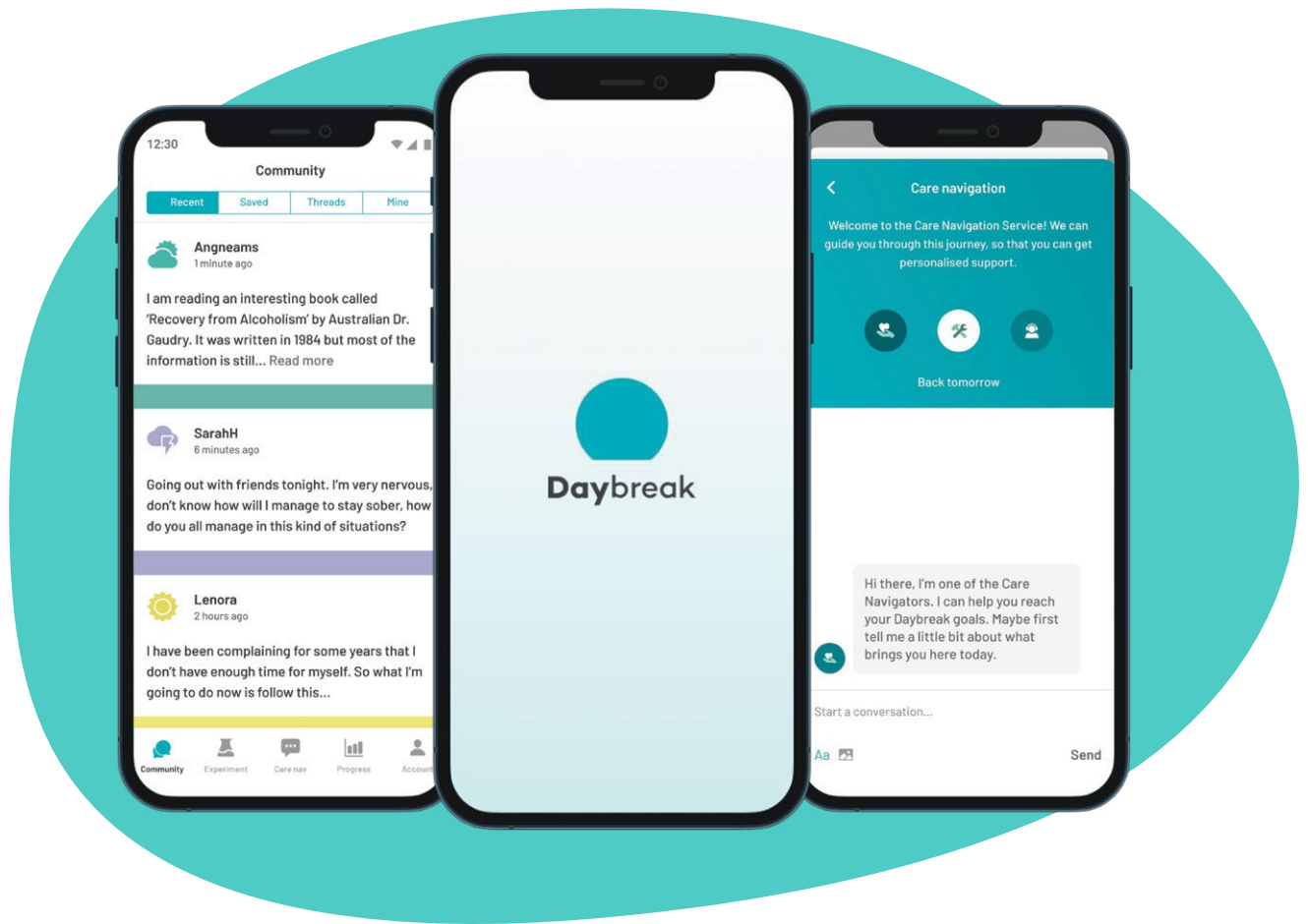
With more than 155,000 people joining the community and around 4,500 active members each month, Daybreak remains one of Australia's most trusted online spaces for alcohol behaviour change. Whether members are looking to reduce their drinking or quit altogether, the peer led environment helps them take meaningful, sustainable steps toward better health and wellbeing.

## Our members



## Making a measurable difference





“ —————

My advice is to ask yourself,  
Is alcohol taking more than it is giving?  
If the answer is yes,  
you know what you need to do.  
Give yourself this gift. You deserve it.

————— ”



## MY DRINK CHECK

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### The first step to change

We know that assessment is a powerful driver of behaviour change on it's own. Sometimes that's all people need to trigger change.

We developed My Drink Check to help people take that vital first step and understand their drinking patterns, mental wellbeing and readiness to change.

The anonymous five minute checkup provides personalised feedback and practical advice, supporting reflection and early action well before problems escalate and increasing awareness of risky drinking and improving wellbeing outcomes across Australia.

Since its launch, more than 45,000 Australians have completed My Drink Check, nearly 5,800 in 2024-2025 alone, demonstrating the impact of this simple but transformative tool.

My Drink Check increases motivation, accountability and confidence to change, serving as the first step towards a healthier relationship with alcohol.

My Drink Check was funded by nib foundation.



“ My world has become so much brighter since I made the decision to go alcohol-free. ”

## DRINK TRACKER

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### Turning awareness into action

Self-monitoring is one of the most effective tools for reducing alcohol use, increasing awareness, accountability and confidence to change.

Drink Tracker enables people to set goals and track changes to how much and how often they drink. By turning monitoring and mindfulness into a daily habit, Drink Tracker helps people recognise patterns, celebrate progress and stay motivated through positive reinforcement.

Drink Tracker had more than 18,600 users since its launch with nearly 8000 in 2024-2025.

Drink Tracker leads to measurable reductions in alcohol consumption and psychological distress, with average drinking levels shifting from moderate-risk to low-risk within three months.



# HELLO CHANGE

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## Building skills for lasting change

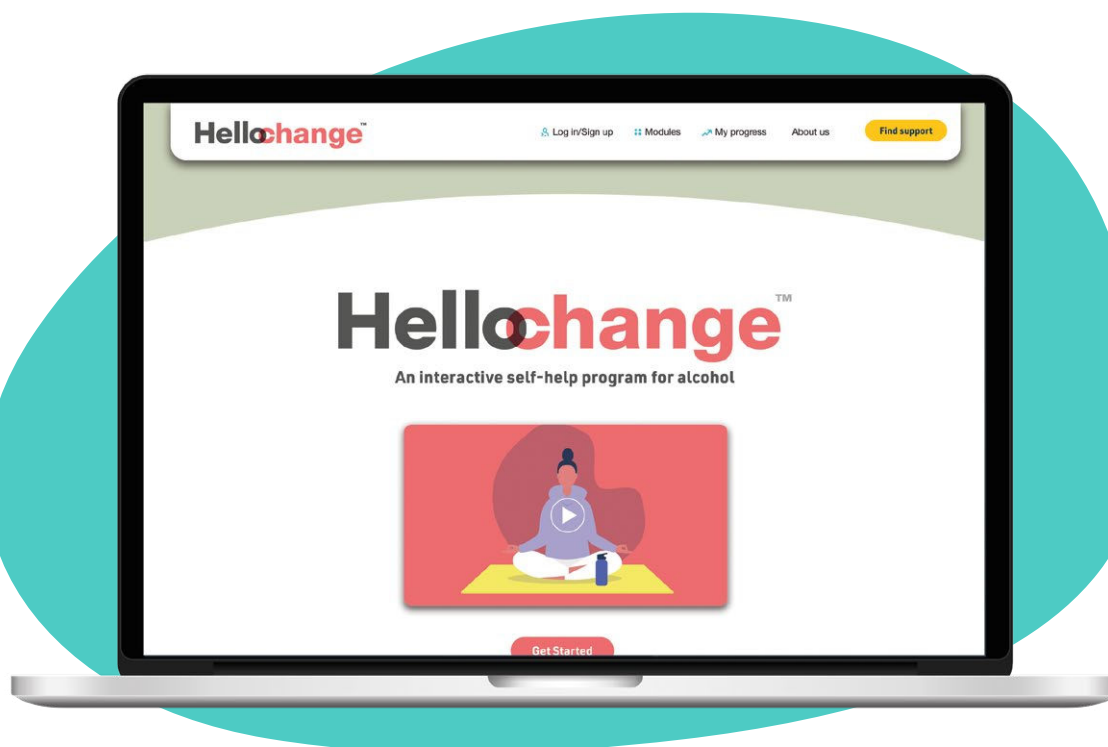
Launched in 2025, Hello Change is helping Australians take practical steps to reshape their relationship with alcohol.

Grounded in cognitive behaviour therapy, the world's most researched psychological approach for alcohol and mental health treatment, Hello Change guides people through six self-paced sessions designed to build awareness, confidence and long-term coping skills.

Each session focuses on real life challenges: understanding your drinking patterns, managing cravings, navigating social pressures and preventing relapse. The program can stand alone, support other treatment or help maintain change after recovery.

In its first 6 months, 805 people registered for Hello Change, with 80% of participants being female. Early outcomes show strong engagement and positive feedback, with members reporting improved confidence, clarity and self efficacy in making sustainable changes.

Funded by the nib foundation, Hello Change combines proven psychology with flexible, self-paced design to help people build the skills for lasting change.



## CARE NAVIGATOR

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### Personal support, when it's needed most

Care Navigator is a free, one on one online chat service available to Daybreak members who need a little extra support. It connects members with trained health professionals who listen, help identify barriers and guide them toward practical next steps, whether that's strategies, resources or professional referrals.

Care Navigator continues to show strong and growing demand. Care Navigator offers compassion, accountability and direction, as well as helping members stay on track, feel supported and continue progressing toward their goals.

This financial year, 702 members have accessed Care Navigator. The average user is 51 years old, with 72% identifying as female and 25% living

in regional, rural or remote areas, reflecting Care Navigator's reach into priority populations. Among those accessing the service, 81% reported high to very high levels of risky drinking at registration and 70% experienced high to very high psychological distress. This demonstrates that Care Navigator is engaging individuals with significant and complex needs who may otherwise face barriers to accessing timely support.





# INNOVATION AND QUALITY

## Our new brand strategy – Drink Less. Do More.

Right now, more people than ever are questioning their relationship with alcohol. Searches for alcohol related help have surged since COVID-19 and continue to climb – clear evidence of a cultural shift. People are actively seeking support and they’re waiting for the right place to turn.

This year, Hello Sunday Morning set out to meet that need with a clear and hopeful message: Drink Less. Do More. Unlike the all or nothing approaches that dominate the conversation, we believe change doesn’t have to mean quitting. Our role is to give people the space, tools and confidence to choose what’s right for them.

In a market crowded with glossy advertising from alcohol companies on one side and fear-based anti-drinking campaigns on the other, we knew we had to stand apart. Drink Less. Do More. flips

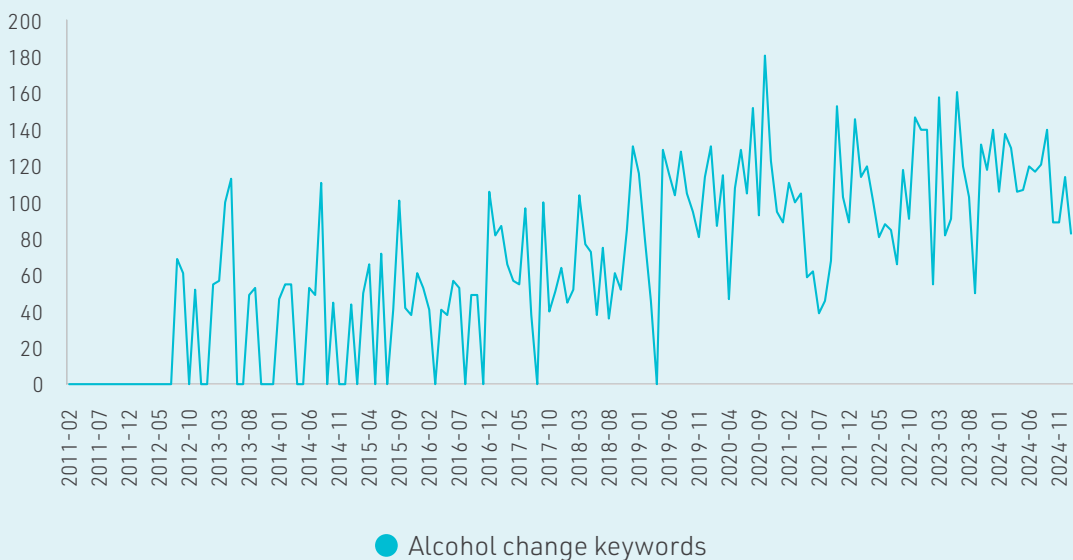
the script not about what you give up, but about everything you gain: More clarity, more connection, more mornings that matter.

We are soon to bring this message to life in South Australia with a campaign that looks and feels different from anything else. Rolling out across TV, radio, outdoor and digital, it will feature real stories of lived experience – relatable voices showing that drinking less can mean living more.

This is the foundation of where we want to play: Building a movement that is fresh, hopeful, and resonant.

For partners, it represents a unique opportunity to stand behind a brand that is tackling one of Australia’s biggest public health challenges in a way that is positive, human and effective.

Alcohol change related keywords Australian search by month



Source: 2011–2025 Google data for Australia including the keywords: Do I drink too much, quit lit, how to get sober, is alcohol bad for your health.

## Meeting the highest standards

Hello Sunday Morning officially became an accredited digital mental health service under the National Safety and Quality Digital Mental Health Standards.

This accreditation strengthens trust, increases our ability to reach more Australians and formally recognises our work as safe, effective and grounded in evidence.

“ The best Sunday mornings start with the decisions you make Saturday night. ”

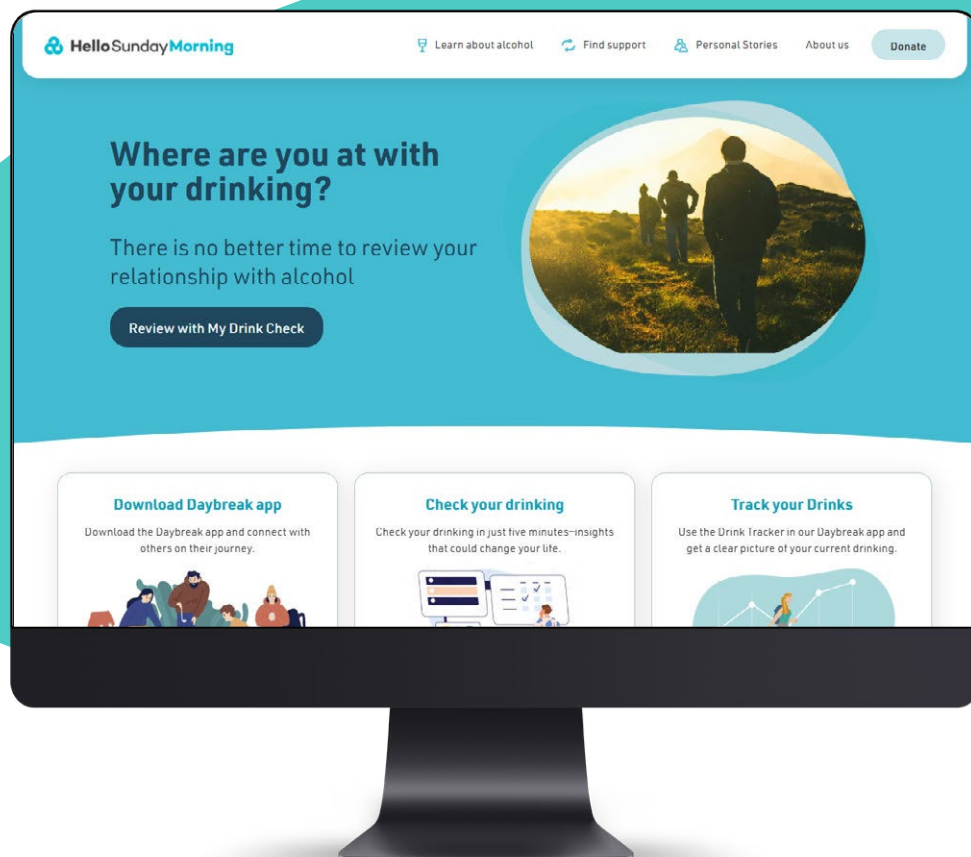
## A refreshed look online

This year, we launched our redesigned website, a refreshed and more intuitive space for people seeking support. The new site makes it easier to find our services and the right entry point, whether its taking the first step or returning for guidance.

The update reflects what we heard from our members: clear language, simple navigation and a welcoming tone that feels supportive.

It brings together our programs, insights and resources in one place, making it easier for people to explore what's possible when rethinking their relationship with alcohol.

The new site is part of our ongoing work to create a seamless and accessible experience across all of our digital services.



## AI assisted moderation

To strengthen support in Daybreak, we introduced AI-assisted moderation. The tool provides moderators with draft responses to higher-risk posts, which they review and personalise before replying. This helps our team respond more quickly and consistently, while maintaining the human connection and judgement that are central to our community support model.

## Strengthening risk governance

We undertook a comprehensive review of our enterprise risk management, risk appetite framework and governance systems.

The work clarified roles, strengthened reporting and embedded risk considerations into planning and day to day operations and processes.

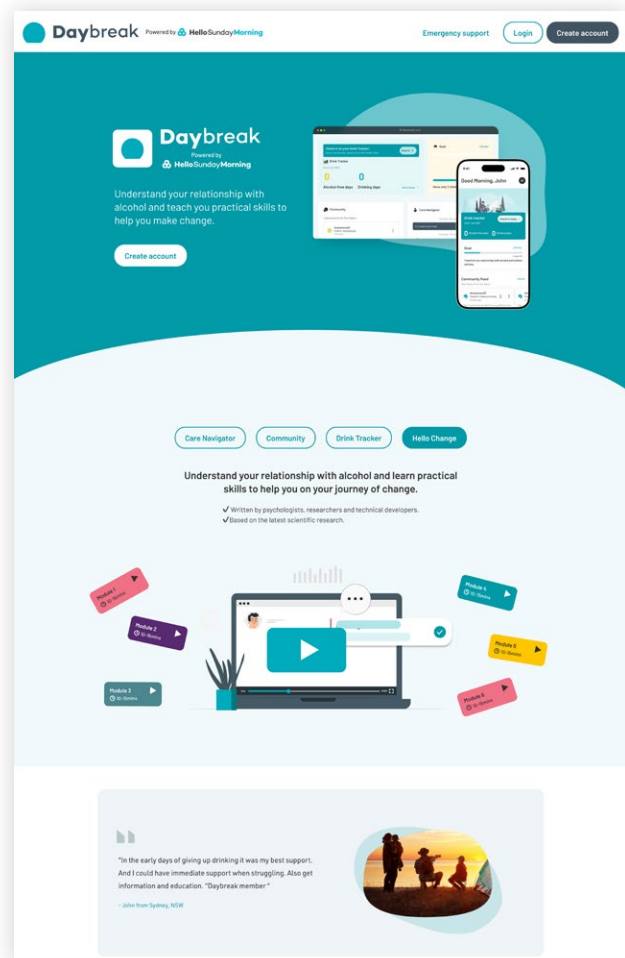
As a result, Hello Sunday Morning has progressed from Preliminary to Leading Practice on the ISO 31000 Risk Maturity Scale, with a clear pathway for continuous improvement.

“  
Hangovers are temporary.  
Regret is optional.  
Clarity is forever.  
”

## Toward a seamless user experience

We have begun the transition toward a single, seamless digital experience across all Hello Sunday Morning services. In partnership with The Mantel Group, we have completed the first phase of this work, which involved designing the optimal user journey and future service experience. The build and implementation phase are now underway and will be completed early next year.

This transformation will bring Drink Tracker, My Drink Check, Care Navigator, Hello Change and Daybreak together into one integrated, cross platform system accessible via mobile apps and web browsers. Members will have a single point of access to all services and supports, with a consistent, intuitive experience across devices making it easier than ever to tailor their journey and access the help they need.



# CONSUMER VOICES

## Co designing for equity and impact

Lived and living experience continues to sit at the heart of Hello Sunday Morning's mission. From our beginnings to today, the voices of our members guide how we design, govern and improve every aspect of our digital health programs.

Digital tools are transforming alcohol and other drug support, but too often they are created for people rather than with them. At Hello Sunday Morning, we take a different approach. Our programs are co-designed with the people who use them, ensuring they remain accessible, relevant and based on real life experience.

Each year, our annual member experience survey captures the motivations, challenges and successes of our 155,000 member community, directly informing product design, research priorities and service improvements. Alongside this, our Consumer Advisors provide ongoing insight and leadership, helping to shape program content, tone and usability.

Throughout 2024–25, our Consumer Advisors contributed to product testing, evaluation frameworks and communications strategies. Their lived experience strengthened both the launch of Hello Change and the pilot of Care Navigator, ensuring these new services genuinely meet the needs of those seeking to change their relationship with alcohol.

We also deepened our commitment to embedding lived experience at every level of decision making, including representation on our Board, Research Reference Group and Clinical and Technology Governance Committee.



### 12 Consumer Advisors

Voices shaping the design, testing and evaluation of every program



### 230 members

Shared their experiences through the annual member experience survey



### 3 governance committees

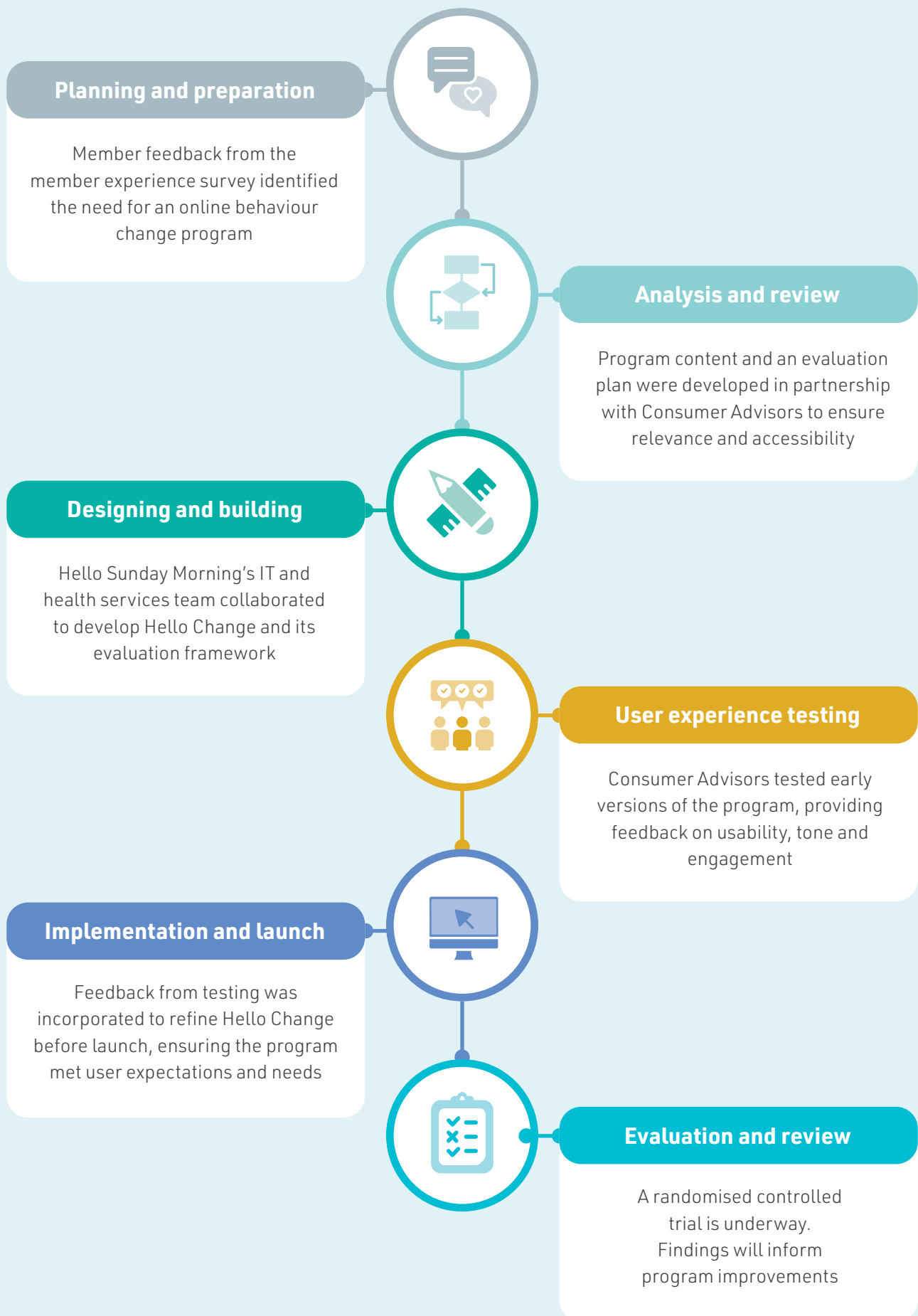
Ensuring lived experience informs decisions at every level



### 2 major programs improved

Hello Change and Care Navigator refined through lived experience feedback





# IMPACT AND EVIDENCE

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## Strengthening our evidence base

We've always been committed to evidence based digital alcohol support and every year we look to strengthen our best practice credentials.

This year we've levelled up our approach to research, evaluation and data.

We developed our Research and Evaluation Framework and our Data Strategy 2024–2026 that helps us embed clear processes for research governance, strengthen our partnerships across the research sector and expand opportunities for people with lived and living experience to shape what we study, how we study it and how insights are shared back with our community.

Our new Research Reference Group brings together consumer advisors, academic partners and Hello Sunday Morning leaders to ensure that the research we undertake is meaningful, methodologically sound and aligned with what matters most to our members.

## Disseminating impact

Our new Quarterly Impact Reports have launched! This is a new way to showcase the progress we're making together. These reports are helping us share timely updates with our members, partners, funders and the wider community. By capturing stories, milestones and meaningful data every three months, we're not just improving transparency, we're creating a more connected and informed community that can see the real world impact of Hello Sunday Morning in action.

## Sector leadership

**Our public thought leadership has continued to grow.**

This year, Hello Sunday Morning was widely sought after as a trusted voice in public discussions on alcohol and wellbeing. From breakfast radio to national news and online opinion pieces, our team contributed insights on everything from "damp drinking" and digital peer support to the rise of zero alcohol drinks. Our contributions helped shape more informed and compassionate public dialogue across Australia.

“

My relationships with my husband, children, parents and friends are all so much richer now that I don't rely on wine to celebrate or unwind.

”

## Research and evaluation

We strengthened our research pipeline, with seven academic papers currently in development, revision or peer review. These papers explore mental health outcomes associated with digital support, women's experiences of alcohol behaviour change, the role of sustained community engagement in rural settings and patterns of peer support within online communities. These papers contribute to a growing national and international evidence base for digital alcohol behaviour change.

Our research partnerships with universities and the health sector continue to grow across Australia. These collaborations span from telehealth to improving relationships to rural recovery support to sober curiosity.

Our valued partnerships extend our impact beyond our own programs, contributing to even broader change, improved practice and better outcomes for communities.

## Research impact at a glance

- **7 academic papers** in progress
- **12+ active** research partnerships
- Submitted responses to **3 government inquiries** around alcohol and other drugs, and mental health
- **190,000+ global readers** reached through public commentary
- Established our **Research and Evaluation Framework** and our **Data Strategy 2024–2026**
- **Research Reference Group established** to embed lived and living experience in study design



# OUR PEOPLE AND CULTURE

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## Strengthening our people and culture

Our people are our greatest strength as we continue to build a high-performing, values-led organisation.



**89%**  
employee satisfaction



**Share + Learn + Grow**  
staff professional development  
including 5 guest speakers  
18 internal sessions



**Mental Health First Aid**  
accreditation



**Intern program**  
new intern program





# THANK YOU TO OUR SUPPORTERS WHO SUSTAIN OUR MISSION

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We extend our heartfelt thanks to all our funding partners, pro bono partners and donors. And to the many organisations and individuals whose generosity continues to power Hello Sunday Morning's mission. This support enables us to provide free, 24/7 digital health programs for Australians who want to change their relationship with alcohol, ensuring help is always available, whenever and wherever it's needed. This year we are proud to welcome several new partners: Preventive Health South Australia, Perpetual, Motio and Truly Finance, whose commitment further strengthens our capacity to reach more people and deliver lasting impact.

## Perpetual

### Supporting access to individual support

Support from Perpetual is strengthening our Care Navigator service, a key component of our stepped care approach. This partnership enables greater access to one to one guidance and improved support outside standard hours through enhanced AI capability to ensure we are delivering timely, personalised support when they need it, without unnecessary barriers.

## Preventive Health SA

### Reaching regional communities

With Preventive Health SA support, we launched a statewide campaign encouraging South Australians to rethink their relationship with alcohol. The initiative focuses on reaching rural and remote communities and those at higher risk of alcohol related harm to reduce barriers to support.

## Motio

### Raising awareness of alcohol harms

Thanks to the generous support of Motio, our message is reaching audiences across Australia. It enabled us to raise awareness and prompt reflection in everyday spaces. Our campaign ran across 930 of Motio's screens nationwide cafes, pubs and clubs, healthcare practices, workplaces and indoor sporting venues.

These partnerships go far beyond funding. By sharing expertise across technology, health promotion and data insights, our partners help us refine our products, expand our reach and build sustainable foundations for growth. These collaborations continue to bring fresh thinking and innovation to our work, enhancing the experience for every person who turns to us for support.

Together, we are increasing awareness of the importance of alcohol behaviour change and connecting with audiences who may not otherwise have access to help. Every partnership, through investment, knowledge or advocacy, plays a vital role in helping more Australians live healthier, more balanced lives.

Tier one



Australian Government  
Department of Health and Aged Care



Government  
of South Australia  
Preventive Health SA



Tier two



In kind support



**Summary Audited Financial  
Statements  
FY 24–25**

# STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

For the year ended 30 June 2025

In AUD	2025	2024
<b>Revenue</b>		
Government grants	1,604,082	1,531,400
Non-government grants	1,047,953	1,149,669
Service revenue	17,961	20,171
Donations and bequests	65,536	42,103
Other revenue	–	13,024
	2,735,532	2,756,367
<b>Expenses</b>		
IT & design expenses	(233,691)	(226,464)
Property expenses	–	(1,831)
Advertising expenses	(14,546)	(53,069)
Fundraising expenses	(10,906)	(3,428)
Personnel expenses	(2,013,293)	(1,680,787)
Depreciation expense	(4,032)	(3,957)
Other expenses	(532,053)	(456,700)
	(2,808,521)	(2,426,236)
<b>Profit from operating activities</b>	<b>(72,989)</b>	<b>330,132</b>
Finance income	89,365	62,031
Finance expense	(650)	(270)
<b>Net finance income</b>	<b>88,715</b>	<b>61,761</b>
<b>Surplus for the year</b>	<b>15,726</b>	<b>391,892</b>
<b>Total comprehensive income for the year</b>	<b>15,726</b>	<b>391,892</b>

The full Hello Sunday Morning Audited Financial Statements are available on the ACNC website



# STATEMENT OF FINANCIAL POSITION

As at 30 June 2025

In AUD	2025	2024
<b>Assets</b>		
Cash and cash equivalents	2,800,161	3,162,171
Trade and other receivables	331,155	14,919
Prepayments	58,618	73,445
<b>Total current assets</b>	<b>3,189,934</b>	<b>3,250,535</b>
Property, plant and equipment	8,307	3,524
<b>Total non-current assets</b>	<b>8,307</b>	<b>3,524</b>
<b>Total assets</b>	<b>3,198,241</b>	<b>3,254,059</b>
<b>Liabilities</b>		
Trade and other payables	196,952	210,806
Employee benefits	133,046	51,903
Deferred income	495,986	642,831
<b>Total current liabilities</b>	<b>825,984</b>	<b>905,540</b>
Employee benefits	20,927	12,914
<b>Total non-current liabilities</b>	<b>20,927</b>	<b>12,914</b>
<b>Total liabilities</b>	<b>846,911</b>	<b>918,454</b>
<b>Net assets</b>	<b>2,351,330</b>	<b>2,335,605</b>
<b>Equity</b>		
Accumulated surplus	2,351,330	2,335,605
<b>Total equity</b>	<b>2,351,330</b>	<b>2,335,605</b>

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 **Hello Sunday Morning**