Hello Sunday Morning

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

Quarterly Update | October - December 2025

ENDING THE YEAR STRONG

Ending the year on a high, this quarter marked momentum, growth and recognition for Hello Sunday Morning. Our community continued to expand rapidly, with membership reaching 19,794 in 2025, nearly 50% year on year growth and new member sign ups.

We capped off our 15th anniversary with a prestigious event hosted by the Governor General, recognising the national impact of our work. Internally, our employee survey reflected a strong, engaged team ready for what's next. With this foundation, we head into 2026 with ambition, confidence and much more in store.

ANNUAL REPORT

Our latest annual report is here celebrating our 15 years of changing the worlds relationship with alcohol! In 2024-25, more than 160,000 people found support to question, cut back or change their drinking at their own pace.

Our annual report brings together real stories, strong evidence and clear impact, showing what compassionate, evidence based support can achieve at scale.

We're proud to share the progress so far and what's next for alcohol behaviour change in Australia.

GOVENOR GENERAL EVENT

To mark our 15th anniversary, we were honoured to be hosted by her excellency the Governor General at Admiralty House in recognition of Hello Sunday Morning's national impact supporting people to change their relationship with alcohol.

The event brought together our Board and team, philanthropists, corporate partners and community leaders to reflect on our work, now supporting more than 160,000 active members through the Daybreak app.

OUR REACH AND ENGAGEMENT

Our reach continues to grow across all our communication channels. Since the last quarter our social media reach has increased by 786%.

77,091
subscribers

70,398
social followers

7
PR mentions

A CHERISHED PARTNER

A partnership fueling our growth.

Hello Sunday Morning would like to sincerely thank HCF for their ongoing partnership and support.

HCF's commitment enables us to deliver accessible, evidence based digital support to people seeking to change their relationship with alcohol, while also generating meaningful insights that help improve member wellbeing.

We value HCF's collaborative approach and shared focus on prevention, early intervention and better health outcomes for communities across Australia.

THE CONVERSATION

Our CEO, Nicole Lee, and Head of Research, Dr Katinka van de Ven, wrote an article for The Conversation: "8 ways to drink less during the silly season".

The piece provides practical, evidence based strategies to help people navigate high pressure social periods and make more intentional choices about alcohol, reinforcing Hello Sunday Morning's role as a trusted voice in alcohol and health.

Read the full article here.

MEASURING IMPACT

Daybreak
164,748
members
0.9% this quarter

MyDrinkCheck
47,156
assessments
3.0% this quarter

DrinkTracker
23,614
signups
13.1% this quarter

Hellochange
1,259
registrations
17.8% this quarter

80%
reduction in drinking
within 3 months

20%
reduction in psychological distress
within 3 months