

## MEMBER EXPERIENCE SURVEY 2025

### WHAT DID WE FIND

The 2025 Member Experience Survey shows that Daybreak:

- ✓ is trusted and valued by its members
- ✓ plays a meaningful role in people's lives
- ✓ provides a safe, supportive place for change

*"It has helped me to stop drinking and binge drinking. 110 days today. Thanks so much it's a wonderful resource."*

*"Knowing I'm not alone and that others understand exactly what I'm going through."*

### DAYBREAK COMPLEMENTS OTHER FORMS OF CARE



**GPs or other health professionals**  
(61.2%)



**Alcohol and other drugs treatment service**  
(22.4%)



**Mental health service**  
(18.4%)

### WHO RESPONDED



**56**  
average age



**73%**  
women



**73%**  
use Daybreak  
at least weekly



**88%**  
from Australia  
in every state  
and territory



**98%**  
join Daybreak to make changes  
to their own drinking

### MEMBER EXPERIENCE

**83%**

say they are very satisfied with Daybreak

**84%**

say Daybreak is non judgemental

**83%**

say it is a safe space to be themselves

**83%**

say it helps them feel hopeful and confident about the future



## YOUR FEEDBACK IN ACTION

Thanks to the over 200 members who shared their experience of Daybreak and the many great ideas to make it even better. Some ideas take time to implement, but we look at all feedback carefully and our Consumer Advisors also help us understand the results and implement new features and programs. Here's how we are responding.

### ✔ Expanding structured support

We launched Hello Change this year because you told us you wanted additional, evidence based options alongside the Daybreak community. Hello Change has been running for a year now and we'll have the evaluation results to share very soon.

### ✔ Bringing our support together

In last year's member experience survey you told us you would like easier access to the growing programs we have at Hello Sunday Morning. In response, we've been working on a more integrated experience and very soon the Daybreak app will become the home for all Hello Sunday Morning's programs. You'll be able to access different forms of support in one place. You'll also have the option to access our programs using a computer. We'll let you know more as this change gets closer.

### ✔ Creating more tailored experiences

You told us you'd like a way to create connections that feel relevant to different needs, interests and stages of change. So later this year, with the launch of the new integrated Daybreak app, we will be launching "tailored spaces" within Daybreak. People can connect with others in similar situations and we're developing more content to support people at different points in their journey.

### ✔ Keeping the community safe and supportive

You told us that a positive, non judgemental community is at the heart of Daybreak. Our moderators read 1000 or more posts a day so we are looking at how technology can help support the moderators to respond to members faster. We have introduced after hours support on our busiest days and AI support for moderators to help them respond quickly to the most urgent posts.

## HELP OTHERS FIND DAYBREAK

As part of this survey many of you said you've recommended Daybreak to others. We appreciate every recommendation. If it has been helpful for you, consider leaving a rating or short review in the app store so we can help more people get support when they need it.

*"It's been a lifesaver for me. Still is."*

