

Quarterly Update | April – June 2026

FOUNDATIONS FOR IMPACT

This quarter focused on strengthening the evidence, partnerships and organisational capability that underpins Hello Sunday Morning's impact.

From measuring the social value created through our services to expanding strategic partnerships and reaching more Australians, we continued to build the foundations for sustainable behaviour change at scale.

INDEPENDENT ANALYSIS ESTIMATES DAYBREAK HAS GENERATED MORE THAN \$140 MILLION IN SOCIAL VALUE

Modelling by Purpose Made shows that Daybreak's early intervention model has substantially reduced the number of people who need acute and crisis services and created more than \$140 million in cumulative social value since 2016.

We've significantly reduced alcohol harm, improved mental wellbeing, strengthened peer support, reduced demand on health and treatment services, and decreased workplace absenteeism, generating both social and economic benefits for the community.

This impact analysis will complement our existing outcome measures to become a powerful evidence base for future impact reporting and partnerships.



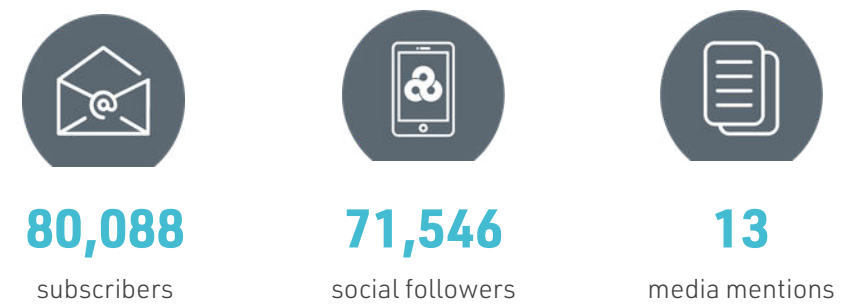
MORE AUSTRALIANS ARE ACCESSING SUPPORT THROUGH OUR WEBINAR SERIES

Funded by the Bupa Foundation, our eight part webinar series is helping people across Australia explore their relationship with alcohol in a safe, evidence based way.

At the halfway point, the series has reached 843 people, combining expert knowledge with lived experience to reduce stigma, build confidence, support meaningful behaviour change and normalise conversations about drinking.

REACH CONTINUES TO GROW

Our reach continues to grow across all our communication channels.



A TEAM COMMITTED TO DELIVERING SAFE, EVIDENCE BASED CARE

Delivering high quality support starts with an engaged and capable workforce. Our employee engagement score of 89% reflects a team that is connected, supported and united by purpose. A strong organisational culture helps us consistently deliver safe, compassionate and evidence based support for every person who engages with Hello Sunday Morning.



A PARTNERSHIP WITH STATEWIDE IMPACT

Our partnership with Preventive Health SA is expanding access to alcohol behaviour change support across South Australia, particularly in regional communities. Together, we are reaching more people earlier, increasing engagement with support through Daybreak and demonstrating how digital early intervention can improve access to meaningful behaviour change at scale.



SHAPING THE NATIONAL CONVERSATION

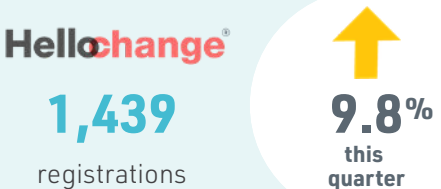
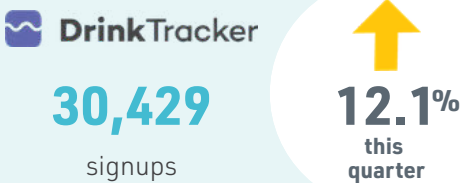
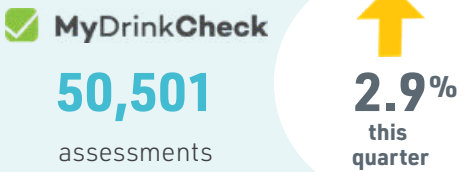
Hello Sunday Morning continues to shape public conversations about alcohol through national media.

In The House of Wellness magazine, CEO Dr Nicole Lee discussed the rise of alcohol free travel, helping normalise healthier drinking choices and demonstrating our role as a trusted, evidence based voice on alcohol behaviour change.



ARTICLE > THE HOUSE OF WELLNESS

MEASURING IMPACT



77.4%

reduction in drinking within 3 months



21.5%

reduction in psychological distress within 3 months