

Quarterly Update | July – September 2026

STRENGTHENING CONNECTIONS. EXPANDING SUPPORT

This quarter, Hello Sunday Morning made it even easier for people to find support and stay connected as they change their relationship with alcohol. New Recovery Rooms offer peer connection before, during and after treatment, while our redesigned digital experience brings support together in one place. We also worked with governments to expand access and our new research and independent modelling showed how the benefits of change extend to families and the wider community.

LESS ALCOHOL HARM. BENEFITS WE ALL SHARE

When people change their relationship with alcohol, the benefits ripple out. Families experience less harm, people miss fewer days of work and health services have more capacity to help others. Our latest independent modelling puts those benefits into numbers. It estimates that Daybreak has prevented 1,023 episodes of family harm and returned 122,769 workdays to the economy. Better health has also meant 12,790 fewer GP visits and 7,133 fewer mental health service contacts, while freeing up 1,644 alcohol and other drug treatment places. Together, these benefits represent an estimated $150.3 million in social value generated to date. Helping one person make a change can make a difference to many more.



GOVERNMENT ENGAGEMENT. WIDENING ACCESS TO EARLY INTERVENTION

We are working with federal and state governments to help more Australians access free support before alcohol problems escalate. This quarter, our engagement focused on opportunities to expand access and strengthen referral pathways, so people can find practical support when they need it.

SUPPORTING THE PEOPLE BEHIND OUR IMPACT

Supporting our team to do its best work helps us provide members with consistent, caring support and safe services. Our People Promise is what makes Hello Sunday Morning a great place to work. Our staff satisfaction of 90% in our latest survey says it all.

OUR REACH AND ENGAGEMENT

Our communication channels help us put practical information and pathways to support in front of more people.

82,175
subscribers

71,175
social followers

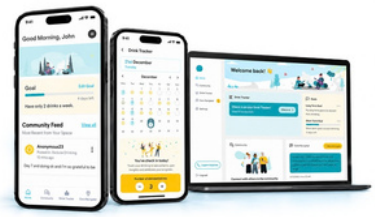
21
Media mentions

SMALL MOMENTS OF CONNECTION CAN SUPPORT MEANINGFUL CHANGE

Sharing your story isn't the only path to change.

Following and acknowledging other people's experiences can make a big difference too. New research with more than 12,000 Daybreak members over a 6 month period found that people who simply reacted to other people's posts reduced their drinking nearly as much as those who were very active. Whether you are in a major city or a regional area, even small moments of connection can support positive change.

ONE LOGIN. EASIER ACCESS. SUPPORT THAT GROWS WITH YOU.



Guided by member feedback and our commitment to continuous improvement, we launched a redesigned experience across web and mobile. Bringing our services together under one login makes it easier for members to move from checking their drinking to tracking progress, connecting with peers or seeking professional support as their needs change.

CONNECTION AND SUPPORT AT EVERY STAGE OF TREATMENT

Hello Sunday Morning is strengthening pathways in and out of treatment. In partnership with Lives Lived Well and The Salvation Army, we launched our Recovery Rooms. Funded by the Queensland Mental Health Commission, these communities give people somewhere to turn between appointments and as they move through treatment, helping them stay connected to peers who understand their experience.

MEASURING IMPACT

Daybreak
178,143
members
↑ **2%** this quarter

MyDrinkCheck
51,961
assessments
↑ **2.9%** this quarter

DrinkTracker
34,306
signups
↑ **12.7%** this quarter

Hellochange
1,553
registrations
↑ **7.9%** this quarter

↓ **86.2%**
reduction in drinking risk
within 3 months

↓ **77.5%**
reduction in psychological distress
within 3 months

Independent evaluation