



# Impact Report

2024/25





# Our strategy

This 2024/25 Impact Report captures our progress delivering *Strategy 2023+ Earlier. Easier. Together.*, as well as achievements through specific services, supports and activities.

This year has continued to present challenges for people, marked by persistent cost-of-living pressures, and increasing loneliness and community division. As the need for early and effective mental health support continues to rise, it's never been more important for Beyond Blue to demonstrate how we're making a positive difference.

## Strategy 2023+ Earlier. Easier. Together.






Beyond Blue's organisational *Strategy 2023+* charts our course for **five years** commencing in July 2023.

*Strategy 2023+* sharpens our focus towards **prevention and earlier intervention** – supporting people before mental health issues arise or they reach a crisis. Working towards this will lead to better mental health outcomes for the community and contribute to a more efficient healthcare system.

Our vision is that all people in Australia achieve their best possible mental health. Our role is to work with the community to improve mental health and make it easier for people to feel better earlier, get well and stay well. We do this by providing trustworthy and practical information, tools and advice and increasing access to support, promoting mentally healthy communities and advocating for more effective mental health policy.

## Our strategic goals

*Strategy 2023+* outlines **five goals**, each with clear outcomes. Outcomes associated with each goal are presented on pages 4 to 6.

-  **Understanding** More people understand how to look after their mental health
-  **Supporting** More people access support earlier
-  **Connecting** More people feel connected
-  **Leading** People see us leading and influencing positive system and social change
-  **Integrity** People trust that we operate with integrity

## Capturing our progress

We monitor our progress towards these goals by tracking how many people we **reach**, understanding people's **experiences** with our supports and services and capturing the **impact** we are having on people's **mental health**.

Alongside our strategic outcomes, we've set clear outcomes for our supports, services and activities. We measure our progress towards these with a mixture of program data, surveys\*, interviews and evaluations, and with a national survey that we run every two years called *Australia's Mental Health and Wellbeing Check*.

\*Some surveys are opt-in and not compulsory. Where this is the case, statistics represent findings from the sample of those individuals who completed the survey and not all individuals who participated in the service or program.

\*^Australia's Mental Health and Wellbeing Check, 2024 – a national survey conducted every 2 years that surveys people in Australia who are aged 18 years and over.

# How we action our strategy

We deliver our supports, services and activities at the individual, community and system levels.

## Our work supporting individuals

We provide trustworthy, evidence-based information and supports that equip people with the knowledge, skills and confidence to look after their mental health, including:



### Support Service

Free 24/7 professional counselling, advice and referral



### Tools and Resources

to manage mental health and support others



### NewAccess

Mental health coaching for individuals and for small business owners and sole traders



### Before Blue

Workplace mental health coaching

## Our work supporting communities

We work with the community to create supportive environments where looking after mental health is normalised, through:



### Engaged Communities

Our Blue Voices lived experience network, speakers and volunteers



### Peer Support Forums

24/7 online peer support communities



### Be You

National mental health and wellbeing in education initiative



### Events Program

Nationwide events supporting mental health

## Our work towards system and social change

We drive system and social change through advocacy, partnerships, research and our extensive national media reach:



### Advocacy and Equity

Advocating for positive social and system change



### Research

Evidence-based research and interventions, and translation of knowledge



### Partnerships

Collaborations that amplify reach and impact



### Media

Multi-channel national and local commentary and thought leadership

# The impact of our strategy

## Our reach is supporting the mental health of millions

Beyond Blue is widely recognised across Australia and has made a difference in the lives of millions, equipping people with the tools, resources, and support they need to manage their mental health and navigate distress or life challenges.



### Understanding goal

**Outcome 1:**  
People understand how we can support them

**94%** of people in Australia are **familiar with Beyond Blue<sup>^</sup>**

**1 in 6** people in Australia have **engaged with Beyond Blue's content, supports and/or services<sup>^</sup>**

**1 in 8** people in Australia have **engaged with Beyond Blue's content** only (website, handout or brochure, social media or podcast)<sup>^</sup>

**1 in 20** people in Australia have **accessed interactive supports** including Beyond Blue's phone Support Service, webchat, online Peer Support Forums, engaged through their workplace / school or volunteered<sup>^</sup>

**303,000+** contacts reached out to our Support Service

**Website**  
**2.6+ million website sessions**  
Nearly **89,000 resources** downloaded  
The **Wellbeing Action Tool** was the most popular resource making up 43% of these downloads  
The **K10 mental health assessment** survey was used **446,000+ times**

**Peer Support Forums**  
**15,400+ posts** published  
**3,200+ new members** registered

**Be You**  
**214,000+ educators** and nearly **15,000 schools and early learning services**

**Mental health coaching sessions**  
**16,000+** through our NewAccess, NewAccess for Small Business Owners and Before Blue services

**Events**  
**35 community events** reaching **726,000+ people**

**Webinars**  
Nearly **16,000 registrations** across two expert and lived experience-led webinars

**Speaker Program**  
**5.6+ million** total estimated audience reach

**8.6 million** people reached on **Facebook**

**1.6 million** people reached on **Instagram**

Nearly **38,000** page views on **LinkedIn**


# We are helping people improve their mental health and access support earlier

We increase understanding by providing trusted information, tools and resources that help people proactively look after their mental health and access the support they need earlier, before their problems snowball and they reach crisis.




## Understanding goal

More people understand how to look after their mental health

 Outcome 2:  
**People have increased knowledge of the signs and symptoms of depression and anxiety**


**90%** of Speaker Program audiences had a **greater awareness of the signs and symptoms** of a mental health condition\*

**80%** of Webinar audiences had **greater awareness of the early signs and symptoms** of a mental health condition\*

 Outcome 3:  
**People have greater knowledge of when and how to access support**

**87%** of Speaker Program audiences **felt more informed** about where to access mental health information\*

**73%** of Peer Support Forums users **accessed further supports** for their mental health as a direct results of using the Forums\*\*


 Outcome 4:  
**People learn how to proactively manage their mental health**

**95%** of NewAccess for Small Business Owners participants felt the program **helped them better understand and address their challenges**^^

**97%** of Before Blue participants **learned skills to help them** maintain their mental health+++

## Supporting goal

More people access support earlier

 Outcome 1:  
**People who engage with us have their needs met**


**86%** of Support Service users **received the information** they were seeking^^^

**92%** of NewAccess for Small Business Owners participants **received the help** that mattered to them^^

 Outcome 2:  
**People who engage with our Support Services experience less distress**

**75%** of Support Service users **felt less distressed** after engaging with the service^^^

**76%** of NewAccess for Small Business Owners participants **showed clinically significant improvement** in their symptoms of anxiety and/or depression+^^

 Outcome 3:  
**Innovative approaches to meet community needs and address sector gaps are generated**

We drive innovation by supporting research, evolving our digital offerings and by designing our supports with and for the communities we serve.

Our **research** partnerships develop innovative supports that address unmet needs and help people get support earlier. Our **Digital Evolution Program (DEP)** is uplifting our digital services, delivering more personalised supports that are easier and faster to access. Through **person-centred design**, we have created journey maps that visualise real experiences across the mental health continuum, enabling us to uncover critical service gaps and evolve our offerings.

Data sources: \*Speaker Program Audience Post-Event Survey; +Webinar Post-Attendance Survey; \*\*Peer Support Forums Annual Survey; ^^NewAccess for Small Business Owners Post-Program Survey; +++Before Blue Post-Program Survey; ^^^Support Service Follow-Up Survey; +^^ 'Clinically significant improvement' describes individuals who, following completion of the NASBO program, demonstrate a clinically meaningful reduction in their scores, from intake to program completion, on the Patient Health Questionnaire (PHQ9) and/or the Generalized Anxiety Disorder Questionnaire (GAD7).

## We are creating supportive environments, leading systemic change and operating with integrity

We harness the power of community and partnerships to connect people and drive positive social change. We maintain strong governance, sustainability, and integrity in everything we do.



### Connecting goal

More people feel connected



**Outcome 1:**  
**Our Engaged Community members feel confident and empowered to advocate for positive mental health outcomes in their communities**

**100%** of Engaged Community speakers **felt equipped to talk safely** about mental health concerns<sup>~~</sup>

**91%** of Speaker Program audiences **felt more comfortable supporting someone** else with their mental health after hearing a Beyond Blue speaker<sup>\*</sup>



**Outcome 2:**  
**Supportive environments are created where looking after mental health is normalised**

**72%** of Engaged Community members felt they were **part of a community**<sup>~~</sup>

**70%** of Peer Support Forums users felt the forums **offered a supportive community**<sup>\*\*</sup>



### Leading goal

People see us leading and influencing positive system and social change



**Outcome 1:**  
**We create positive change in the mental health sector by advocating for better mental health for everyone in Australia**

Our advocacy efforts – with **nine submissions, nine contributions to policy consultations** and **five joint policy briefs and statements** – influenced system reform and policy development. Our investments in **14 innovative research projects** are supporting the development of effective solutions.

### ★ Integrity goal

People trust that we operate with integrity



**Outcome 1:**  
**The community trusts us**

**93%** of Engaged Community members **felt they can trust us**<sup>~~</sup>

**100%** of Partners **felt there is trust within the partnership**<sup>#</sup>



**Outcome 2:**  
**Our workforce is engaged and excited to contribute to our vision, and we are a safe and inclusive organisation**

**85%** of staff could see how the work they do **makes a positive difference**<sup>\*\*</sup>

**79%** of staff felt they can **be their authentic self** at work<sup>#</sup>



**Outcome 3:**  
**We demonstrate impact and are considered a good investment**

Ongoing impact measurement and evaluation has demonstrated improved community mental health outcomes, leading to continued support from federal, state and territory governments, corporate partners, and individual donors. The Fifth Independent Evaluation of Beyond Blue, completed in 2023, found us to demonstrate strong impact and to be financially sustainable, maximising funding by “diversifying funding streams to amplify value” and support sustainability. Planning for the sixth evaluation is underway.<sup>\*\*\*</sup>

Our partnerships have enabled us to work collaboratively with others to amplify our collective impact.

**100%** of Partners believed the partnership allowed them to have a **greater impact than if they were acting alone**<sup>#</sup>

**252+m**

Potential **cumulative audience** reached from media coverage of Beyond Blue's work<sup><</sup>

Data sources: <sup>~~</sup>Engaged Communities Annual Survey; <sup>\*</sup>Speaker Program Audience Post-Event Survey; <sup>\*\*</sup>Peer Support Forums Annual Survey; <sup>#</sup>Partnerships Annual Survey; <sup>\*\*</sup>Beyond Blue Staff Engagement Survey; <sup>\*\*\*</sup>Fifth Independent Evaluation of Beyond Blue. <https://www.beyondblue.org.au/about/research-projects>; <sup><</sup>Isentia media monitoring service. Media coverage is larger than the Australian population because of the multiple media sources people regularly consume.

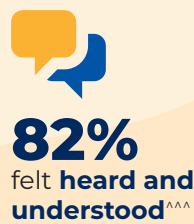
# Our work with individuals

Every day, people all over Australia reach out to Beyond Blue to get support for themselves or someone they care about. Our range of services offer people the understanding and support they need to improve and maintain their mental health, reduce psychological and suicidal distress and connect with broader supports.

## Support Service

The Support Service provides immediate, brief mental health support by trained mental health professionals via telephone and webchat, 24/7.

**Our impact:** We supported people through some of their most challenging moments, providing compassionate, practical mental health support that reduced distress and offered meaningful help when it was most needed.



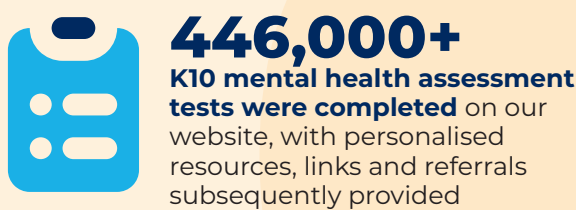
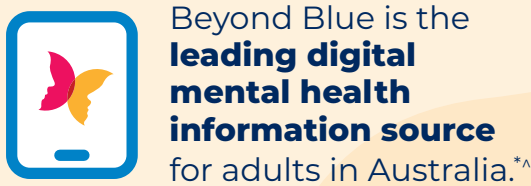
### Strategic Goal Progress



## Tools and Resources

We provide trusted, evidence-based information, tools and referrals via our website, webinars, social media and practical resources, to help people improve, maintain and access support for their mental health.

**Our impact:** Our information and resources have increased community mental health literacy, empowered people to take positive action and connected them with needed supports.



### Strategic Goal Progress



“ Know you’re really saving lives ... you have been a beacon of hope for me. You’ve really given me a lot to work with thank you so much. You have been so helpful I honestly was grasping at straws when I messaged. – Support Service user

Data sources: <sup>^^^</sup>Support Service Follow-up Survey; <sup>\*^</sup>Australia’s Mental Health and Wellbeing Check, 2024 – a national survey conducted every 2 years that surveys adults in Australia who are aged 18 years and over; <sup>+</sup>Webinar Post-Attendance Survey.



## NewAccess for Small Business Owners

NewAccess for Small Business Owners (NASBO) is a free, evidence-based multi-session mental health coaching service for small business owners and sole traders.

**Our impact:** We helped small business owners feel better and more productive. They reported improved mental health, business performance, productivity and relationships, demonstrating positive impacts on individual wellbeing and the small business sector.



**7,900+**  
coaching sessions



**95%**  
felt the program helped them **better understand and address** their challenges<sup>^^</sup>



**76%**  
showed **clinically significant improvement in their symptoms** of anxiety and/or depression<sup>^^</sup>



**96%**  
felt **better able to manage** their mental health challenges when they arose<sup>^^</sup>



**91%**  
felt **more productive and able to address** future business challenges<sup>^^</sup>

### Strategic Goal Progress



**Understanding**



**Supporting**



**Integrity**

## Before Blue

Before Blue is an evidence-based, early intervention mental health coaching program designed for workplaces. It catches employees early, with coaching and practical tools to help them overcome and manage stress, anxiety, work and life pressures.

**Our impact:** We helped people feel better at work. Participants showed improved mental health, work-life balance, relationships and productivity, as well as reduced symptoms of anxiety and depression.



**1,900+**  
coaching sessions



**97%**  
**learned skills** to help them maintain their mental health<sup>+++</sup>



**89%**  
felt **more able to cope** with work challenges<sup>+++</sup>



**82%**  
felt **more productive** at work<sup>+++</sup>



**89%**  
felt their **overall mental health improved**<sup>+++</sup>

### Strategic Goal Progress



**Understanding**



**Supporting**



**Integrity**

“

The NASBO program has had an incredible impact on my business to date ... The insights I've learnt will be integrated into my business and life from now on. [The] strategies have meant I am still able to be productive whilst working amongst the economic challenges many small businesses have today ... Hitting rock bottom as a business owner is unfortunately very common. Support like this is business and life saving. It's invaluable. Thank you. I can't recommend this program enough.

– NASBO participant

Data sources: ^^NewAccess for Small Business Owners Post-Program Survey; ^^ 'Clinically significant improvement' describes individuals who, following completion of the NASBO program, demonstrate a clinically meaningful reduction in their scores, from intake to program completion, on the Patient Health Questionnaire (PHQ9) and/or the Generalized Anxiety Disorder Questionnaire (GAD7); ^^\* NewAccess for Small Business Owners One Month Follow-Up Survey; +++Before Blue Post-Program Survey



# Our work with communities

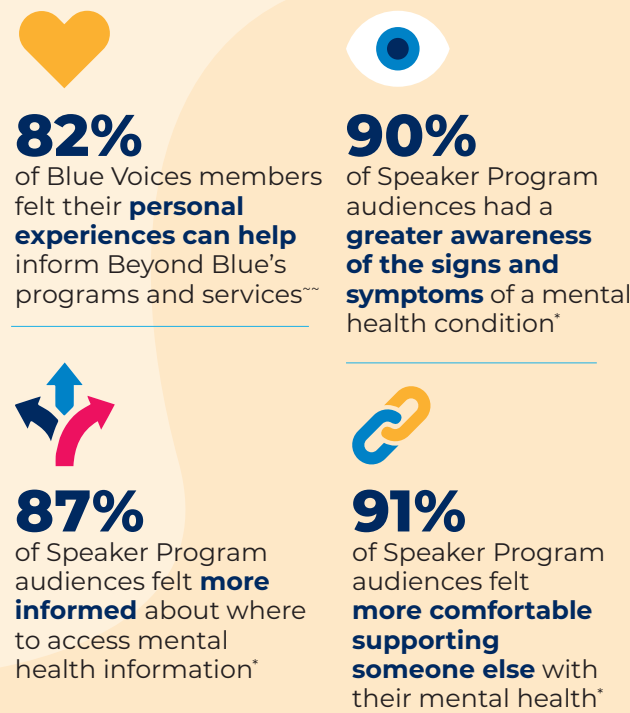
We work with communities to make mental health support more visible and valued. We create safe spaces where people can connect and access peer support. Lived and living experience drives everything we do – from our governance to program design. Our network shares real stories that build understanding, connection, hope and resilience. Through our national events, we reach thousands of people, encouraging open conversations and stronger support systems.

## Engaged Communities Program

Beyond Blue’s Engaged Communities program includes three groups: **Blue Voices** members, our lived experience network who inform our activities; **Speakers**, who share their personal stories to improve understanding and encourage help-seeking; and **Volunteers**, who help us connect with communities across Australia.

**Our impact:** Our Engaged Communities have helped co-create and enhance our offerings and raised awareness of mental health and support options in communities across Australia.

**9,600+** Engaged Community members  
**5.6+ m** Speaker Program estimated reach



### Strategic Goal Progress



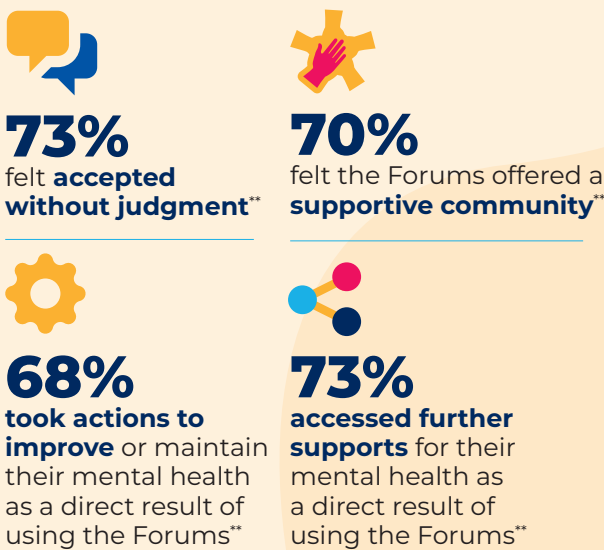
“People like you are the reason people keep on going with life. Just saying one thing to someone can save someone’s life.”  
– Peer Support Forum user

## Online Peer Support Forums

The Forums are our peer support online community. Anonymous and moderated 24/7, they provide an affirming space where people can support each other through their mental health challenges and feel less alone.

**Our impact:** The online Peer Support Forums have empowered individuals to improve and sustain their mental health by offering a supportive space to explore and better understand their own experiences through the lived experiences of others.

**15,400+** posts published  
**3,200+** new members registered



### Strategic Goal Progress



Data sources: ~~Engaged Communities Annual Survey; \*Speaker Program Audience Post-Event Survey; \*\*Peer Support Forums Annual Survey

## Be You

Be You is the national mental health and wellbeing initiative for early learning services and schools in Australia, delivered by Beyond Blue in collaboration with Early Childhood Australia and headspace.

**Our impact:** Be You supports educators to create positive, inclusive and responsive learning communities where every child, young person and educator is empowered to achieve their best possible mental health.



Nearly  
**15,000**  
learning communities



**214,000+**  
registered users

Educators engaged with Be You were significantly more likely than non-users to:\*\*\*



**82%**

were **confident to support children and young people** with mental health issues



**73%**

agreed their **leadership team actively supports the mental health and wellbeing** of educators and staff



**73%**

agreed it's **easy to find resources** that help staff support the mental health of children and young people

### Strategic Goal Progress



**Understanding**



**Supporting**



**Connecting**



**Integrity**



It is so very important to open up discussions about mental health in our society to help remove the stigma that still surrounds it. Being at a Big Blue Table event was a very heartwarming, sincere and touching experience.

– Big Blue Table participant

## Events Program

35 major events held all over Australia provide tailored mental health information, create safe spaces for dialogue and connect local communities with supports.

**Our impact:** Beyond Blue's extensive reach via numerous events has delivered mental health information and knowledge to hundreds of thousands of people and increased access to supports.

**35** community events reaching  
**726,000+** people



**100%**

felt **heard and understood\*\***



**100%**

had a **greater awareness** of where to access mental health information\*\*



**98%**

**discussed actions** that could be taken to improve their mental health and wellbeing\*\*\*

### Strategic Goal Progress



**Understanding**



**Connecting**



**Integrity**

# Our work with system and social change

We are a national leader in driving transformative change in Australia's mental health system. We do this by amplifying the voice of lived experience, working collaboratively with partners, investing in and applying research, and working towards a more equitable and integrated mental health system. Our efforts are helping to contribute to a more effective and sustainable mental health system with a greater focus on prevention and earlier intervention.

## Research

The research we invest in helps inform our services, address sector gaps and improve access to supports. Projects we currently support include a focus on improving access for regional and rural communities, improving outcomes for children, interventions for alcohol and other drug dependencies, interventions to address anxiety and depression in older adults and programs promoting Social and Emotional Wellbeing for First Nations Peoples.

We also delivered a report featuring key findings from the 2024 **Australia's Mental Health and Wellbeing Check**, a nationally representative survey conducted every two years in partnership with the Australian National University's Social Research Centre.



**14** active research partnerships

## Media coverage

Our extensive media coverage has reached millions of people across Australia.



**252+ m** potential cumulative audience reached from media coverage of Beyond Blue's work<sup>c</sup>



**59,300+** reports across print, online, radio and TV<sup>c</sup>

## Advocacy and Equity

We have advocated for evidence-informed mental health reform grounded in lived experience. Our **policy submissions, reform consultations and joint briefs and statements** with sector partners have included a focus on mental health system reform, suicide prevention, inclusive digital mental health, social media safety for young people, loneliness, child maltreatment, small business owner mental health, financial wellbeing and First Nations Peoples' Social and Emotional Wellbeing.

System change is a long game. Beyond Blue has advocated for a national approach to Low-intensity Cognitive Behavioural Therapy (Li-CBT) for over 10 years and has been encouraged by the Commonwealth's investment in a new National Early Intervention Service.

Our commitment towards reconciliation includes the launch of our **Innovate Reconciliation Action Plan 2024–2026** with 69 staff-led deliverables, and the establishment of a **First Nations Council** to guide our support for First Nations communities.

**23** advocacy activities | **69** Reconciliation Action Plan deliverables

## Partnerships

Our network of partnerships has enabled us to **amplify our impact and connect more community members** with mental health information and services.

**100%** believed the partnership allowed them to have a **greater impact than if acting alone**<sup>#</sup>

**100%** felt the partnership **increased knowledge / awareness of information available in relation to mental health**<sup>#</sup>

**80%** felt the partnership **increased knowledge / awareness of services relating to mental health**<sup>#</sup>

### Strategic Goal Progress

Understanding

Integrity

Leading



**We have served millions of people across Australia, from those in suicidal crisis to those worried about someone they love. We have been there in those moments, helping people get the support they need sooner and more easily.**

**Thank you for your support as we work together to build a more mentally healthy community.**

**Earlier. Easier. Together.**