Beyond Blue

Impact Snapshot 2025–26



Beyond Blue acknowledges the Traditional Owners of the lands and waters throughout Australia and pays respect to Elders past and present. We honour the enduring connection of First Nations Peoples to Country, culture and community.

We acknowledge and thank the many individuals and organisations whose backing keeps our services and supports free and available to everyone in Australia, from our government funders, donors, partners, and volunteers. Together, we are making it easier for more people to feel better earlier, get well and stay well.

Beyond Blue recognises those in the community with lived and living experience of mental health challenges, as well as their families and supporters. We are privileged to be part of a deeply dedicated community and workforce, and we are committed to ensuring these perspectives continue to help shape and strengthen our work, driving meaningful change.

Our strategy

This 2025–26 Impact Snapshot report captures our progress delivering ***Strategy 2023+ Earlier. Easier. Together.***, as well as the impact of our services, support and activities.

Demand for mental health support remains high as Australians continue to navigate cost-of-living pressures, housing affordability concerns, work-related stress and persistent loneliness[1]. With our strategic focus on providing early, accessible and effective support, we have continued to expand our reach, supporting more people and making a positive difference to the millions of people in Australia who have engaged with our services and supports. **Encouragingly, our national population survey suggests more people may be seeking mental health support and doing so earlier, before they are struggling significantly, with barriers such as wait times, access to local services and help-seeking stigma declining since 2024.**[1]

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. By intervening earlier, we can help prevent distress from escalating, improve mental health outcomes and reduce pressure on the mental health system. We do this by delivering trustworthy and practical information, tools and advice, providing access to support, promoting mentally healthy communities and advocating for mentally healthy public 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

Note: This report summarises key highlights from Beyond Blue's Annual Impact Report 2025–26. For more detailed information on our impact and activities, please see our Annual Impact Report.

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,[2] interviews and evaluations, and with a national survey that we run every two years called Australia's Mental Health and Wellbeing Check.

[1] Australia's Mental Health and Wellbeing Check 2026 is a nationally representative survey conducted every two years that surveys adults in Australia who are aged 18 years and over; [2] Some surveys are opt-in and not compulsory. Where this is the case, statistics represent findings from the sample of survey respondents and not all individuals who participated in the service or program.

Our work

The mental health challenges facing Australia are complex and require action on multiple levels. At Beyond Blue, we action our strategy by providing support to individuals and communities, and by driving social and system change.

Our work supporting individuals

Trusted, evidence-based support that equips people to look after their mental health

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

Supportive environments where looking after mental health is normalised

Engaged Communities
Our Blue Voices lived experience network, speakers and volunteers

Peer Support Forums
24/7 online peer support community

Be You
National mental health and wellbeing in education initiative

Events Program
Nationwide events supporting mental health

Our work towards system and social change

Driving change through advocacy, partnerships and national 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

Millions know, trust and turn to us when they need support.
Beyond Blue remains recognised by most people in Australia, with millions engaging with our advice and support. This year, we helped people access the information, tools and services they needed for themselves and their loved ones to help navigate difficult times and stay well.

Understanding goal:
More people understand how to look after their mental health

Outcome 1: People understand how we can support them

96% of adults in Australia are **familiar with Beyond Blue**[3]

At least[4] **1 in 7** adults **engaged with content via our own channels, and Beyond Blue's supports and services**[3]

At least[4] **1 in 10** adults **engaged with Beyond Blue's content** only, via our own channels, **(website, handout or brochure, social media or podcast)**[3]

1 in 20 adults **accessed Beyond Blue's interactive supports**, including our Support Service, Online Peer Support Forums, engaged through their workplace/school or volunteered[3]

A record number 329,000 people reached out to our Support Service

Website
2.9 million website sessions
71,700 resources downloaded
The **Wellbeing Action Tool** was the most popular resource, making up 21% of downloads
PACE Daily Wellbeing app – almost 9,000 downloads
The **K10 mental health assessment survey** was used **215,600 times**

Peer Support Forums
10,200 posts published
2,600 new members registered

Be You
229,300 registered educators and nearly **15,000 early learning services and schools**

Mental health coaching sessions
15,200 sessions through our NewAccess, NewAccess for Small Business Owners and Before Blue services

Events
30 major community events reaching **2.3 million event attendees**

Webinars
Nearly **7,500 registrations** for an expert and lived experience-led webinar

Speaker Program
10 million total estimated audience reach

Media reach
771 million potential cumulative audience reached across print, online, radio and TV[5]

4.9 million people reached **on Facebook**

8.3 million people reached **on Instagram**

59,400 page views **on LinkedIn**

Note: All statistics apply to reach within Australia only.

[3] Australia's Mental Health and Wellbeing Check 2026 is a nationally representative survey conducted every 2 years that surveys adults in Australia who are aged 18 years and over; [4] These figures underrepresent true engagement as generative AI technologies are serving Beyond Blue's content to users without requiring them to access it directly from Beyond Blue's platforms; [5] Isentia media monitoring service. Media coverage is larger than the Australian population because of the multiple media sources people regularly consume.

We are helping people to understand and improve their mental health earlier.



We've helped people build the knowledge and skills to recognise when support is needed, look after their mental health and take action early. Through accessible information and services, we've helped prevent problems from escalating and connected people with support when they need it.

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

96% of Speaker Program audiences had a **greater awareness of the signs and symptoms** of a mental health condition[6]

93% of Webinar audiences had **greater awareness of the early signs and symptoms** of mental health challenges[7]

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

95% of Speaker Program audiences **felt more informed** about where to access mental health information[6]

72% of Peer Support Forums users **accessed further supports** for their mental health as a direct result of using the Forums[8]

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

97% of NewAccess for Small Business Owners participants **felt more able to cope** with any mental health challenges they might experience[9]

93% of Before Blue participants **learnt skills to help them** maintain their mental health[10]

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[11]

92% of NewAccess for Small Business Owners participants felt their overall **mental health improved**[9]

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

77% of Support Service users **felt less distressed** after engaging with a counsellor[11]

73% of NewAccess for Small Business Owners participants **showed clinically significant improvement** in their symptoms of anxiety and/or depression[12]

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

Our work with communities and people with lived and living experience, combined with our research partnerships and **commitment to innovation**, helped us continue developing supports that addressed service gaps and met evolving community needs.

Our **research partnerships** have generated **successful interventions** for priority populations and we continued to **enhance our supports**, including our Support Service and digital tools, through technological and service enhancements. Our **ongoing community engagement** work helped refine our services to provide the support people told us they needed.

[6] Speaker Program Audience Post-Event Survey; [7] Webinar Post-Attendance survey; [8] Peer Support Forums Annual Survey; [9] NewAccess for Small Business Owners Post-Program Survey; [10] Before Blue Post-Program Survey; [11] Support Service Follow-up Survey. [12] Clinically significant improvement describes individuals who, following completion of the NASBO program, demonstrate a clinical reduction in their scores, from intake to program completion, on the Patient Health Questionnaire (PHQ-9) and/or the Generalized Anxiety Disorder Questionnaire (GAD-7).

We are leading systemic change, strengthening connections and operating with integrity.

We brought people, communities and partners together to drive positive change. Strong leadership, sound governance and responsible stewardship have ensured we remain trusted, sustainable and effective in everything we do.

Connecting goal

More people feel connected

Outcome 1:
Our Engaged Community members (Blue Voices, Speakers and Volunteers) feel confident and empowered to advocate for positive mental health outcomes in their communities

97% of Engaged Community speakers **felt equipped to talk safely** about mental health concerns[13]

97% of Speaker Program audiences **felt more comfortable supporting someone else** with their mental health after hearing a Beyond Blue speaker[14]

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

73% of Engaged Community members felt they were **part of a community**[13]

69% of Peer Support Forums users felt the forums **offered a supportive community**[15]

Integrity goal

People trust that we operate with integrity

Outcome 1:
The community trusts us

93% of Engaged Community members **felt they could trust us**[13]

100% of partners **felt there is trust within the partnership**[16]

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

93% of staff are **proud to work at Beyond Blue**[17]

80% of staff **understood our strategy** and how their work contributes to it[17]

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

Our impact measurement and monitoring demonstrate the positive difference our supports and services continue to have on the community, **improving understanding and awareness** of mental health, **increasing access to support**, **reducing stigma** and reinforcing the importance of **seeking help early**. This impact continues to attract support from our government and corporate partners and from individual donors, enabling us to fund our operations and services to continue meeting community needs.

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

96% of partners believed **the partnership allowed them to have a greater impact** than if they were acting alone[16]

Our advocacy efforts were influential – involving **10 policy submissions, 10 reform consultations and 10 sector networks** – with our recommendations reflected in national and state reform initiatives. Our investments in **nine applied research projects** have demonstrated success in supporting people across the full spectrum of need. Our **partnerships have extended our reach** and amplified our impact.

[13] Engaged Communities Annual Survey; [14] Speaker Program Audience Post-Event Survey; [15] Peer Support Forums Annual Survey; [16] Partnerships Annual Survey; [17] Beyond Blue Employee Pulse Survey.

Our work with individuals

We offer trusted support to the many people who reach out to us each day, from those looking to improve their wellbeing to those experiencing psychological distress or suicidal crisis. Our information, resources and services help reduce distress, improve and maintain mental health, and connect people with broader support.

Support Service

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

Our impact: Our compassionate, practical support helped people through some of their most difficult moments, reducing distress and equipping them with strategies to manage their mental health beyond their contact with the service.

329,000
people reached out, a record number

83%
felt heard and understood[18]

77%
felt less distressed[18]

86%
received the information they were seeking[18]

78%
intended to act on the advice or support received[18]

> "The Support Service helped me out a lot. It stopped me taking my own life. It has made me realise that life is worth living in the end and I can't thank the team enough for the help and saving my life."
> *– Support Service User*

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 tools and resources helped people better understand their mental health, take positive steps to improve it and access supports when needed.

2.9 million
website sessions

71,700
resources downloaded

215,600
K10 mental health assessments completed on our website, with personalised resources, links and referrals subsequently provided

92%
of webinar attendees said our **webinar motivated them to take action** to support their mental health[19]

Strategic goal progress

Understanding | Supporting | Integrity

[18] Support Service Follow-up Survey; [19] 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 improve small business owners' mental health and wellbeing, with benefits extending into their businesses and personal lives. Participants reported greater confidence, productivity, decision-making, stronger relationships and improved overall wellbeing.

7,700
coaching sessions

73%
showed **clinically significant improvement in their symptoms** of anxiety and/or depression[20]

97%
felt more able to cope with any mental health challenges they might experience[21]

95%
learnt skills to help them maintain their mental health[21]

92%
felt their business benefited from participating in the NASBO program[21]

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 supported people to build healthier, more positive working lives. Participants experienced improvements in mental health, work-life balance and productivity, and significantly reduced symptoms of anxiety and depression.

2,400
coaching sessions

87%
felt their **overall mental health improved**[22]

92%
felt more able to cope with work challenges[22]

93%
learnt skills to help them maintain their mental health[22]

70%
felt more productive at work[22]

> **"I've built more confidence in myself, in my capacity to deal with whatever comes … Before that, I thought I'd have to sell the business because I couldn't handle the stress and now the ceiling is higher and I have more capacity to handle stress and challenges."**
> *– NASBO participant*

Strategic goal progress

Understanding **Supporting** **Integrity**

[20] Clinically significant improvement describes individuals who demonstrate a clinically meaningful reduction in their scores, from intake to program completion, on the Patient Health Questionnaire (PHQ-9) and/or the Generalized Anxiety Disorder Questionnaire (GAD-7); [21] NewAccess for Small Business Owners Post-Program Survey; [22] Before Blue Post-Program Survey.

Our work with communities

Strong communities are essential to good mental health. We work alongside communities to make mental health support easier to access, understand and talk about. Guided by lived and living experience, we create opportunities for people to connect, share their stories and support one another, helping to build awareness, reduce stigma and strengthen mental health across Australia.

Engaged Community Program

Beyond Blue's Engaged Communities Program includes three groups: **Blue Voices** members, our lived and living 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 shape our supports and activities, increased awareness, reduced stigma and helped people navigate pathways to support through connection and shared experiences.

8,300 Engaged Community members
10m Speaker Program estimated reach

89%
of Blue Voices members felt their **personal experiences can help** inform Beyond Blue's programs and services[23]

96%
of Speaker Program audiences had a **greater awareness of the signs and symptoms** of a mental health condition[24]

95%
of Speaker Program audiences felt **more informed** about where to access mental health information[24]

97%
of Speaker Program audiences felt **more comfortable supporting someone else** with their mental health[24]

Strategic goal progress

Understanding | Leading | Connecting | Integrity

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 helped people better understand their challenges through connection with others who shared similar experiences, supporting them to take positive steps to improve and sustain their mental health.

10,200 posts published
2,600 new members registered

74%
felt **accepted without judgment**[25]

69%
felt the Forums offered a **supportive community**[25]

As a direct result of using the Forums:

72%
took actions to improve or maintain their mental health[25]

72%
accessed further supports for their mental health[25]

Strategic goal progress

Understanding | Supporting | Connecting | Integrity

"A safe space to express your thoughts and feelings when you feel like you don't have anyone to speak to. It's a great way to connect, learn and feel safe and know that there are people who will listen."
– Forums user

[23] Engaged Communities Annual Survey;
[24] Speaker Program Audience Post-Event Survey;
[25] 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 has helped educators build the skills, confidence and preparedness needed to support the mental health and wellbeing of children and young people.

Nearly **15,000** **early learning services and schools**

229,300 **registered educators**

Among educators engaged with Be You:

85% **found Be You resources useful**[26]

81% found Be You **improved awareness of how to respond to mental health concerns**[26]

87% **knew how to initiate supportive conversations** with children and young people[26]

78% **felt confident recognising the signs and symptoms** of mental health concerns[26]

Events Program

30 major events held all over Australia provided tailored mental health information, created safe spaces for dialogue and connected local communities with supports.

Our impact: We connected with millions of people at events across Australia, sharing trusted mental health information, reminding them they're not alone and helping them to understand how and where they can reach out for support when they need it.

30 community events reaching **2.3 million** attendees

Among those visiting the Beyond Blue event stand:

99% felt **heard and understood**[27]

99% had a **greater awareness** of where to access mental health information[27]

Of Big Blue Table participants:

73% **discussed actions** that could be taken to improve their mental health and wellbeing[28]

> **"Someone came up to our stand and said Beyond Blue had been there for them through one of the hardest times in their life."**
>
> *– Beyond Blue event volunteer*

Strategic goal progress

Understanding | Supporting | Connecting | Integrity

[26] Be You. (2026). *State of mental health in education: Findings from the 2026 Mental Health in Education Survey*. Beyond Blue.
[27] Event Attendee Survey; [28] Big Blue Table Host Survey.

Our work with social and system change

We play a leading role in shaping and improving mental health in Australia. Guided by lived and living experience, we generate and apply research evidence, advocate for systemic change, and extend our partnerships and media presence to influence national conversations and action. Together, this is helping build a more equitable and sustainable system that strengthens prevention, enables earlier access to support and improves mental health outcomes for all Australians.

Research

Our research partnerships have **helped strengthen the evidence base for better mental health outcomes** and ensured our services continue to evolve to meet community needs. This year, we supported nine research projects focused on prevention, early intervention and improving access to support for older Australians, First Nations Peoples, people at risk of suicide, LGBTQIA+ communities, children and young people, and those in rural and regional areas. We are also investing in research that helps Australia anticipate and respond to emerging social, technological and environmental trends shaping mental health.

9 **active research partnerships**

Media

Media, social media and behaviour change campaigns have helped us reach people at scale. Through evidence-based campaigns and leadership on emerging issues, we have helped shape the national conversation on mental health, increased understanding, encouraged help-seeking and connected more people with the support they need.

771 million
potential cumulative audience reached from media coverage of Beyond Blue's work[29]

74,200 **reports across print, online, radio and TV**[29]

Strategic goal progress

Understanding | Integrity | Leading

Advocacy and equity

We have advocated for evidence-based mental health reform informed by lived and living experience, helping shape the policies, systems and services that support the mental health of people in Australia. This year, our advocacy focused on prevention, early intervention, First Nations social and emotional wellbeing, children's wellbeing, disaster recovery, small business owner mental health, combating racism and strengthening the mental health system. Through **policy submissions and briefs, consultations, sector partnerships and lived experience engagement**, we contributed to reform while advancing a more inclusive and equitable approach to mental health that better reflects the diverse needs of Australia's communities.

10 **policy submissions**
10 **reform consultations**
10 **sector groups**
25 **lived experience contributors**

Partnerships

By partnering with organisations across Australia who share our commitment to better mental health, we have expanded our reach, reduced stigma, strengthened connections and improved access to trusted mental health information and supports.

Our partners believed the partnership:

96% **allowed them to have a greater impact** than if they were acting alone[30]

80% increased **knowledge / awareness of available mental health information**[30]

80% increased **knowledge / awareness of available mental health services**[30]

[29] Isentia media monitoring service. Media coverage is larger than the Australian population because of the multiple media sources people regularly consume; [30] Partnerships Annual Survey.

Beyond Blue

beyondblue.org.au 1300 22 4636

Together, we can be there when it matters most.

Scan to donate today

Your support helps more people access free, trusted mental health support and resources. Scan to make a donation and help create a mentally healthier Australia.

Thank you to everyone who contributed to the impact shared in this report.

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