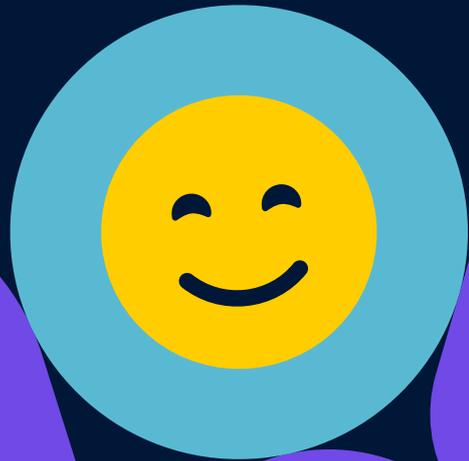


ReachOut's 2024–25

Social Impact Report



REACH**OUT**

ReachOut's 2024–25 Social Impact Report was written by Lucy Macken and Anneka Diaz. The report is based on an analysis of data collected from a range of sources, including digital analytics and social media data, service delivery data, and user feedback. For more information, please contact research@reachout.com.

ReachOut would like to thank all the young people, parents and carers, and other individuals who work with young people who have provided valuable feedback on our services.

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We acknowledge the traditional owners of Country throughout Australia and recognise their continuing connection to lands, waters and communities. We pay our respects to Aboriginal and Torres Strait Islander cultures, and to Elders past and present. We recognise connection to Country as integral to health and wellbeing.

We also acknowledge people with lived and living experience of mental ill-health and recovery, along with their carers, families and supporters. We value the courage of those who share their unique perspectives for the purpose of learning and growing together to achieve better outcomes for all. We recognise their vital contribution to the sector and to the development of ReachOut's services.



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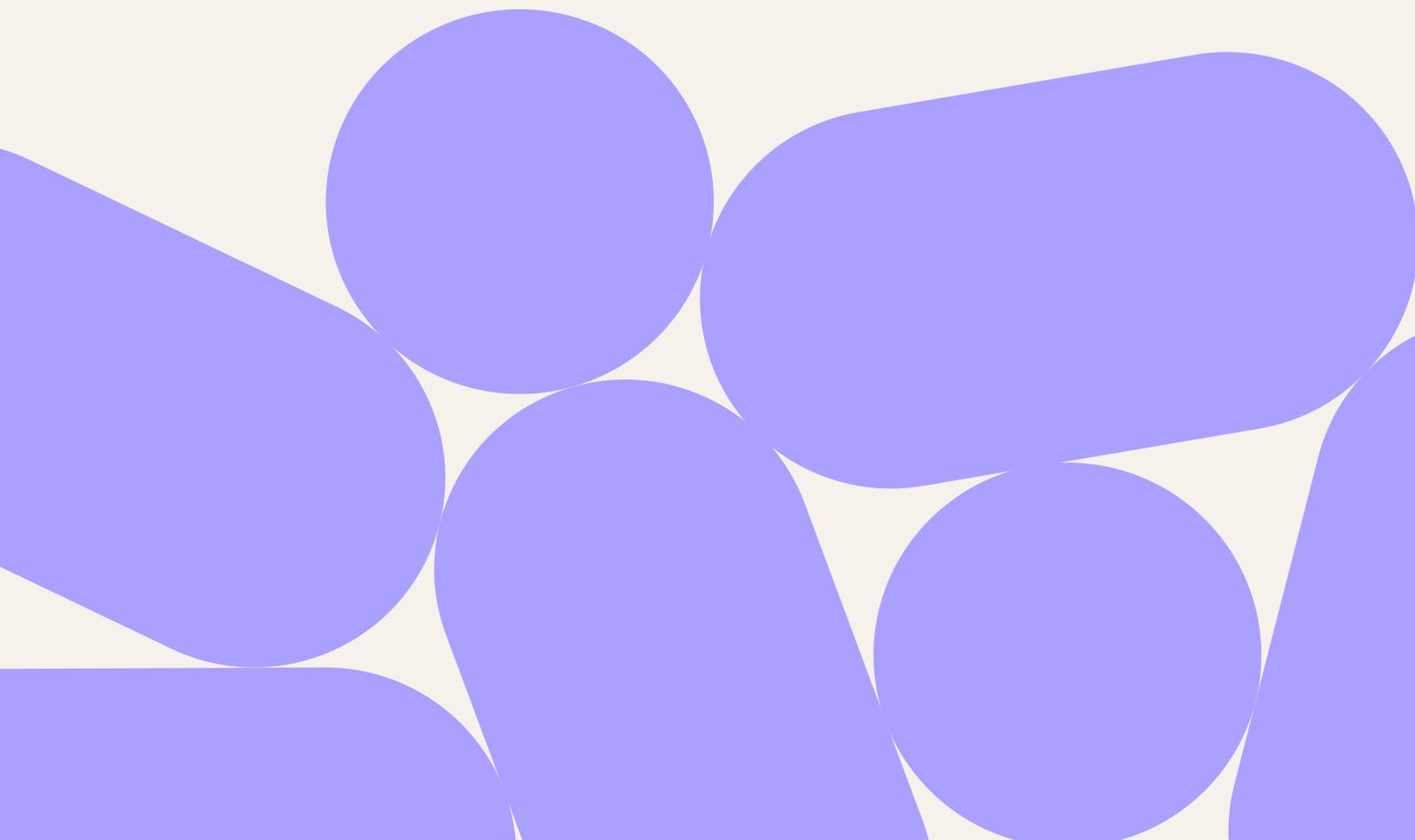
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Our impact highlights

2024–25

ReachOut's 2024–25 Social Impact Report outlines key achievements across the three focus areas of our Social Impact Model – **reach, engagement** and **outcomes** – for the 2024–25 financial year. It illustrates how we are reaching those who need us, how users engage with our services, and the positive changes they experience through our support.



Who we support

We're connecting with people across Australia from **diverse backgrounds and experiences**



11% of young people¹ and **7%** of parents and carers² identified as **First Nations**.



30% of young people are **sexuality diverse** (non-straight).³



One in four parents and carers (**26%**) are **sole parents**.⁴



30% of young people⁵ and **34%** of parents and carers⁶ reported living in a **regional, rural or remote** location.

We're also reaching people who most **need our support**



Nearly half of our youth users (**46%**) fit the K6 criteria for a possible serious **mental illness**.⁷



61% of youth users **experience barriers** to accessing support elsewhere.⁹



42% of parents and carers said **concern** about the young person they care for was their main reason for visiting the site.⁸



58% of parents and carers said they **couldn't afford** professional support.¹⁰

¹2025 Annual User Survey; ²2025 Parent/Carer User Survey; ³2025 Annual User Survey; ⁴2025 Parent/Carer User Survey; ⁵2025 Annual User Survey, based on self-reported postcode; ⁶2025 Parent/Carer User Survey, based on self-reported postcode; ⁷2025 Annual User Survey; the K6 is a brief, six-question tool widely used internationally to screen for psychological distress and risk of serious mental illness (Kessler et al., 2002); ⁸2025 Parent/Carer User Survey; ⁹2025 Annual User Survey; ¹⁰2025 Parent/Carer User Survey.

How we build trust and engagement

When people need **reliable support**, they turn to ReachOut...

Our users **trust us**.



84% of young people find our services trustworthy.¹¹



90% of parents and carers find our content trustworthy.¹²



86% of young people find PeerChat a safe and supportive space.¹³

Our users find **real value** in our content.



In-the-moment feedback shows that **75%** of young people rate our content as helpful.¹⁴



Parents and carers say our content reflects their experiences (**89%**) and is easy to understand (**93%**).¹⁵



77% of parents and carers would recommend our parent/carer site to others.¹⁶

How our services make an impact

Our services are delivering **positive outcomes**



86% of young people engaging with our content reported **increased mental health literacy**.¹⁷



80% of PeerChat users **felt better** after their session.¹⁹



62% of parents and carers say our services help them to **better understand** what their young person is going through.¹⁸



75% of parents and carers who used our Parent Coaching service **felt confident** they could recognise when their teen was experiencing mental health problems.²⁰

Our services are encouraging people to **take action**



85% of young people had **tried something new** to support their mental health.²¹



92% of parents and carers had **tried something new** to support the young people in their lives.²²

¹¹ 2025 Annual User Survey; ¹² 2025 Parent/Carer User Survey; ¹³ 2025 Annual User Survey; ¹⁴ In-the-moment 'helpfulness' ratings, collected onsite; ^{15, 16} 2025 Parent/Carer User Survey; ¹⁷ 2025 Annual User Survey; ¹⁸ 2025 Parent/Carer User Survey; ¹⁹ Post-chat user feedback; ²⁰ Coaching service data, based on completion of two or more sessions; ²¹ 2025 Annual User Survey; ²² 2025 Parent/Carer User Survey.

About this report



For more than 25 years, [ReachOut Australia](#) has been at the forefront of digital youth mental health service delivery. During that time, the challenges faced by young people and their service needs have changed significantly. We have evolved alongside them.

Since 2022, we've actively aligned our service evolution with our Social Impact Framework (SIF). This ensures that our work remains focused on improving mental health outcomes for young people.

Measuring and reporting on our impact is critical to this work. It helps us to remain transparent and accountable, not just to our funders, but to the people using our service and to ourselves. Over the last two years, we have refined our approach to impact measurement. We have built on our SIF to capture relevant insights that inform our decision-making and strengthen our service delivery.

ReachOut's 2024–25 Social Impact Report highlights impact through the three key pillars of our Social Impact Framework:

Reach

Who we support

Engagement

How we build trust and engagement

Outcomes

How our services make an impact

The impact stories you will read about in this report explore how ReachOut's users find connection, feel validated and heard, and overcome barriers to support. The report also highlights how the knowledge and confidence our users gain enable them to take action to support their mental health and wellbeing.

Last financial year, **2.2 million people** turned to our services, products and offsite channels for anonymous and confidential support. This reflects the vital role we play in helping young people to feel supported and better equipped to manage their mental health and wellbeing.

But ReachOut's work is only made possible by our community of supporters, donors and funders. It is with your generous support that we can continue to provide mental health services that are relevant to young people's experiences and delivered in a way that works for them.

Thank you for being such an important part of our journey.



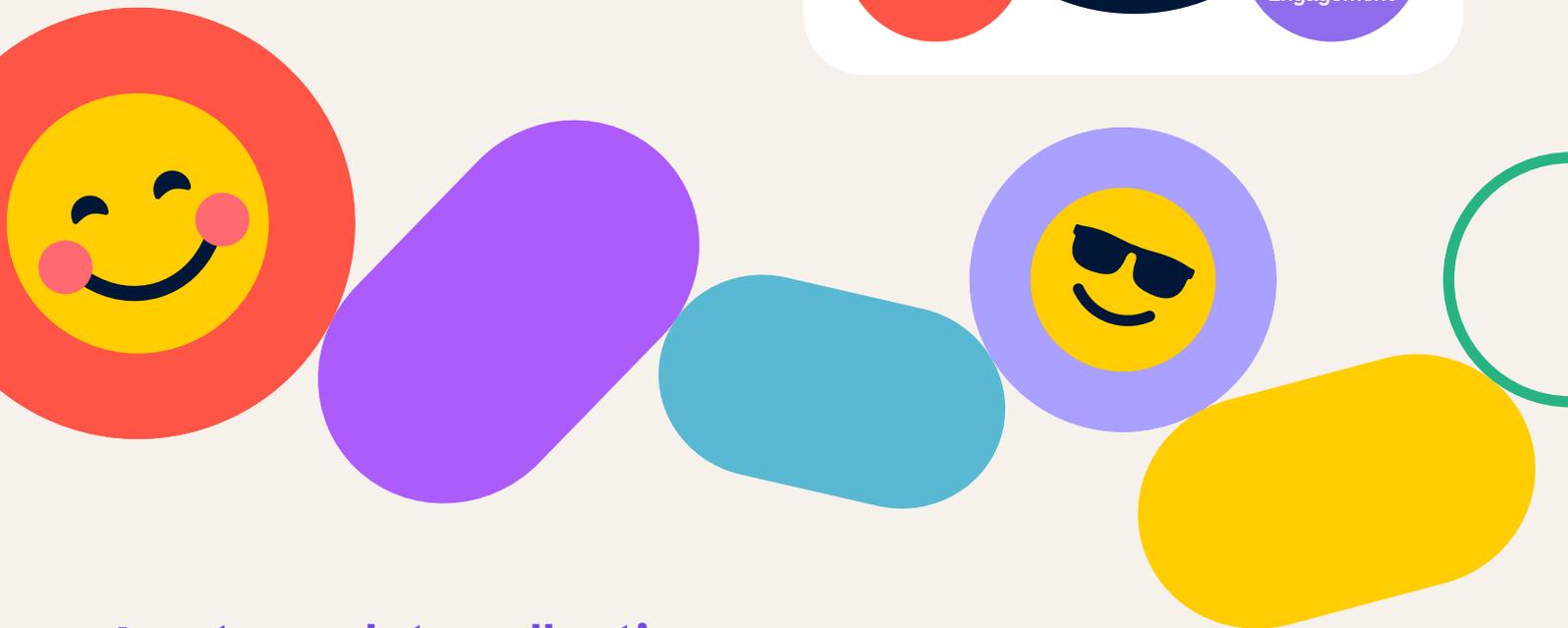
ReachOut's 2024–25 Social Impact Report is informed by our Social Impact Framework and underpinned by our Theory of Change

Social Impact Framework

Our SIF guides the data we collect to ensure we measure what matters most, so that we can improve our services and resources to help young people feel better. The framework focuses on three key areas: **reach**, **engagement** and **outcomes**.

Theory of Change

Our Theory of Change underpins our SIF and guides how we engage young people and their families with our services to support positive mental health and wellbeing outcomes. It provides the evidence base that connects our services to their impacts.



A note on data collection

All the data in this report reflects the various indicators included in ReachOut's SIF. It has been collected from a range of sources, including:

- In-the-moment user 'helpfulness' ratings, collected on our website through an embedded tool
- Annual user surveys, recruiting users directly on our website or via social media
- User feedback mechanisms built into our products and services
- Service delivery data
- Google analytics.

Our surveys used self-reported ordinal scales to capture key reach metrics (such as levels of psychological distress in our audiences) and change metrics.²³ All the data in this report relates to Australian user data for the 2024–25 financial year, unless otherwise specified.

²³ The types of support provided by ReachOut (non-clinical, anonymous, unregulated site entry) mean that it isn't appropriate to use validated clinical outcome tools as part of impact measurement.

Who we support



We reach young people who need us, and the families that support them

Our digital mental health services **reach diverse young people** and their families – including those who are most in need of our support

Among young people using ReachOut services:



30% were **sexuality diverse** (non-straight)



7% were **gender diverse**.²⁴

Of ReachOut users:



11% of young people²⁵ and **7%** of parents and carers²⁶ identified as **First Nations**.



30% of young people²⁷ and **34%** of parents and carers²⁸ reported living in a **regional, rural or remote** location.



Almost one in five young people who used ReachOut in the past 12 months (**19%**) spoke a **language other than English** at home.²⁹



Nearly half of our youth users (**46%**) fit the K6 criteria for a possible serious **mental illness**.³⁰



15,688 young people found urgent help when they needed it most by visiting our Urgent Help and Suicide Safety Plan pages.



42% of parents and carers said that **concern** about the young person they care for was their main reason for visiting our site.³¹



Among parents and carers using our services in the past 12 months, **26%** are **sole parents**.³²



^{24, 25} 2025 Annual User Survey; ²⁶ 2025 Parent/Carer User Survey; ²⁷ 2025 Annual User Survey, based on self-reported postcode; ²⁸ 2025 Parent/Carer User Survey, based on self-reported postcode; ^{29, 30} 2025 Annual User Survey; the K6 is a brief, six-question tool widely used internationally to screen for psychological distress and risk of serious mental illness (Kessler et al., 2002); ^{31, 32} 2025 Parent/Carer User Survey.

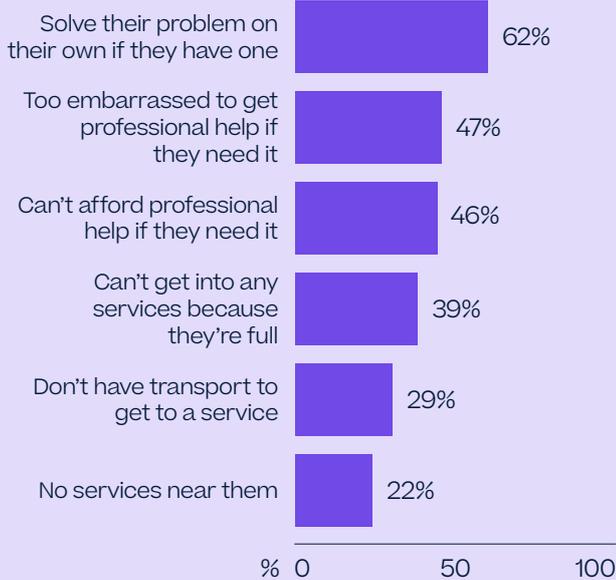
Our digital mental health services break down barriers to support

According to research released in 2023, in Australia, almost 40 per cent of young people aged 16–24 years reported experiencing a mental health disorder, up from 26 per cent in 2007 (Australian Bureau of Statistics, 2020–2022). This experience is made harder by the **barriers young people face** when trying to get help. These can include both **systemic barriers** (e.g. high cost and limited service availability) and **internal barriers** (e.g. perceived stigma and a preference for self-reliance) (Radez et al., 2021).



64% of young people who have received a mental health diagnosis and used ReachOut **experience systemic barriers to accessing support**, related to high cost, accessibility and availability of services.³³

Barriers faced by young people using ReachOut's services³⁴



The barriers young people face in accessing help are also reflected in the experiences of the parents and carers trying to support them.³⁵

61%

My young person refuses help or doesn't think they need it.

58%

I can't afford professional support for my young person.

57%

I can't get an appointment for my young person.

^{33, 34} 2025 Annual User Survey; ³⁵ 2025 Parent/Carer User Survey.

Digital peer support services encourage help-seeking

The barriers experienced by both young people and parents and carers across Australia represent a shared need for services that are easily accessible and affordable, and that provide non-judgemental support.

ReachOut's PeerChat service effectively reaches individuals who hesitate to use traditional mental health services or to seek help from family and friends, overcoming barriers such as cost, accessibility, fear of judgement, concerns about burdening others, and a belief that their problems aren't 'helpworthy' enough (ReachOut, 2025). By providing a safe, anonymous space, digital peer support services can reduce stigma and encourage help-seeking (Andalibi & Flood, 2021). In doing so, digital peer support has been shown to aid early intervention and prevention (Wies et al., 2021).



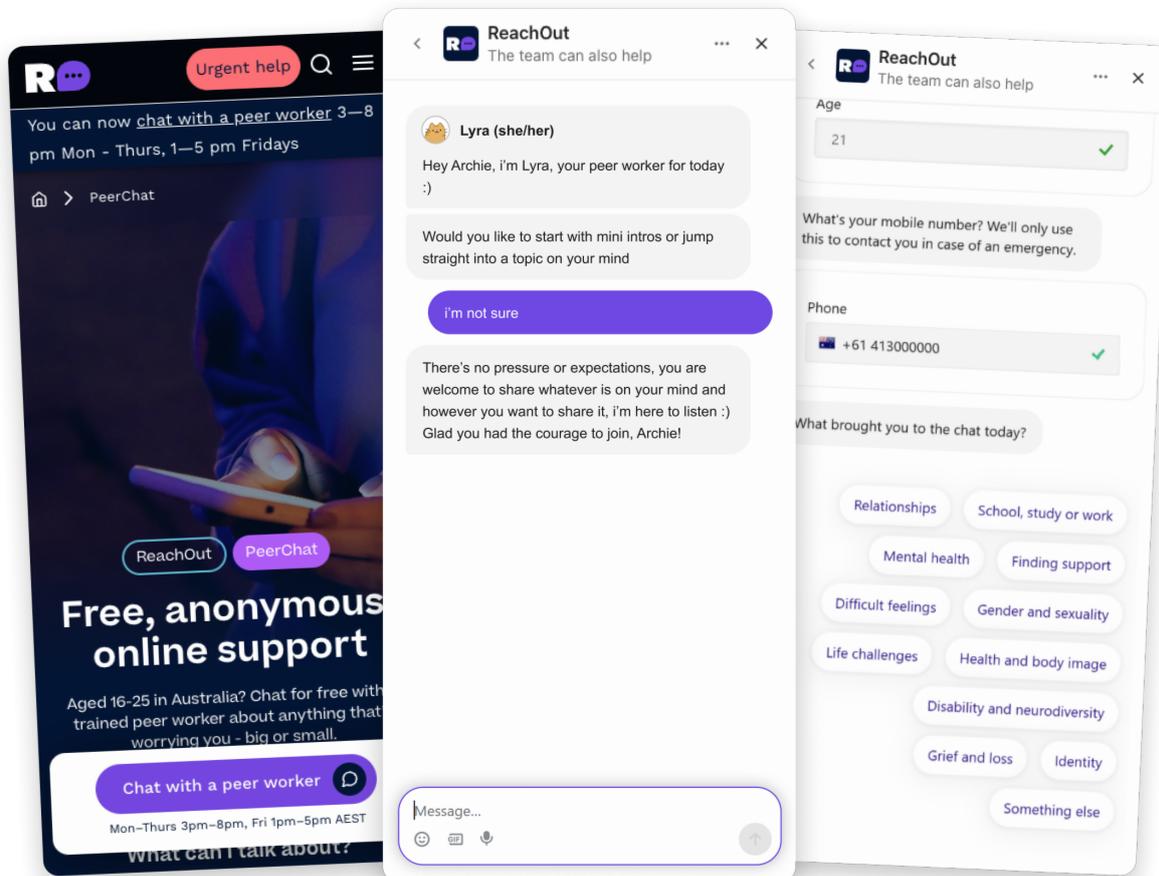
ReachOut PeerChat

[ReachOut PeerChat](#) is a one-on-one digital peer support service designed to support young people facing mental health concerns and everyday challenges.

Young people aged 16–25 can connect anonymously with a trained peer worker via a text-based platform for free.



In 2024–25, **4557** one-on-one PeerChat sessions delivered a safe space for young people to connect with someone who understands.



**The power of digital peer support:
A message from ReachOut's Peer Workers...**

'PeerChat is powerful because we're meeting young people where they're at, behind a screen where they feel safe and anonymous. We're a low-barrier entry point into mental health support that is validating and non-judgemental. Our lived experience says, **"We've navigated this too, we believe you, and your feelings are valid."** As peer workers, we challenge traditional power structures often seen between clinicians and service users, instead positioning ourselves as equals to the people we're supporting, empowering young people to have agency as the leaders in their own journeys. We're living role models of hope and recovery, demonstrating that true strength lies in connecting and sharing the burden, not carrying it alone. Behind a screen, young people can find it easier to open up, breaking down stigma and shame. Our free, on-demand model allows for immediate, accessible connection that challenges feelings of isolation. Getting a quick, empathetic text response from someone who understands helps relieve this burden. Every day, we hear from young people how much it means to be heard by someone who gets it and cares.'

(ReachOut Peer Workers, 2025)

'It was good to get stuff off my chest to someone I don't know personally, as I often feel guilty for offloading onto people in real life.'

(Young person aged 14–25 years, 2025 Annual User Survey)

'Being able to talk to people my age who understand things I am going through ... has been a godsend. I honestly wouldn't be where I am today without it.'

(Young person aged 14–25 years, 2025 Annual User Survey)



How we build trust and engagement



We deliver engaging and trustworthy services, creating the foundations for positive change

ReachOut users report high satisfaction with the **quality** of our mental health and wellbeing content

Content on our youth website, including videos, is seen as:



Useful – 87%



Easy to understand – 85%



Covering a good range of topics – 79%³⁶



80% of young people rated ReachOut's social media posts as containing **good advice** about wellbeing and dealing with mental health challenges.



91% of young people felt our social media posts were **relevant** to them.³⁷

Over **80,000** young people visiting our website completed a quiz.

'For me, the quizzes and articles were the best part as they were informative but fun.'

(Young person aged 14–25 years, 2025 Annual User Survey)

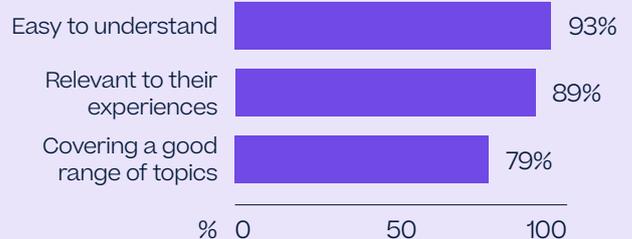


75% of young people rated the articles on ReachOut's website as **helpful**.³⁸

'It articulated exactly what I'm going through and provided stats and personal anecdotes so I know that it's not just me. This is a growing problem that many people are facing. Thank you.'

(In-the-moment user feedback on ReachOut article)

Parents and carers using our parent/carer website view the content as:³⁹



^{36,37} 2025 Annual User Survey; ³⁸ In-the-moment 'helpfulness' ratings collected onsite; ³⁹ 2025 Parent/Carer User Survey.

In a crowded online environment, young people value ReachOut as a **safe and trusted** space.

Among users of ReachOut's PeerChat service:



86% felt it was safe.



81% felt it was trustworthy.⁴⁰

90%

of parents and carers rated ReachOut's parent/carer content as trustworthy.⁴¹

Young people said they found ReachOut's content trustworthy:



Website, including videos – **84%**



Social media posts – **78%**⁴²

'... easy and fast to find what you need, and it's all trustworthy.'

(Young person aged 14–25 years, 2025 Annual User Survey)

ReachOut users are **highly satisfied**, showing we meet their needs



86% of young people using PeerChat would recommend it to others.⁴³

'I only spoke to a Peer Worker on chat services and it made my day so much better simply just chatting to someone.'

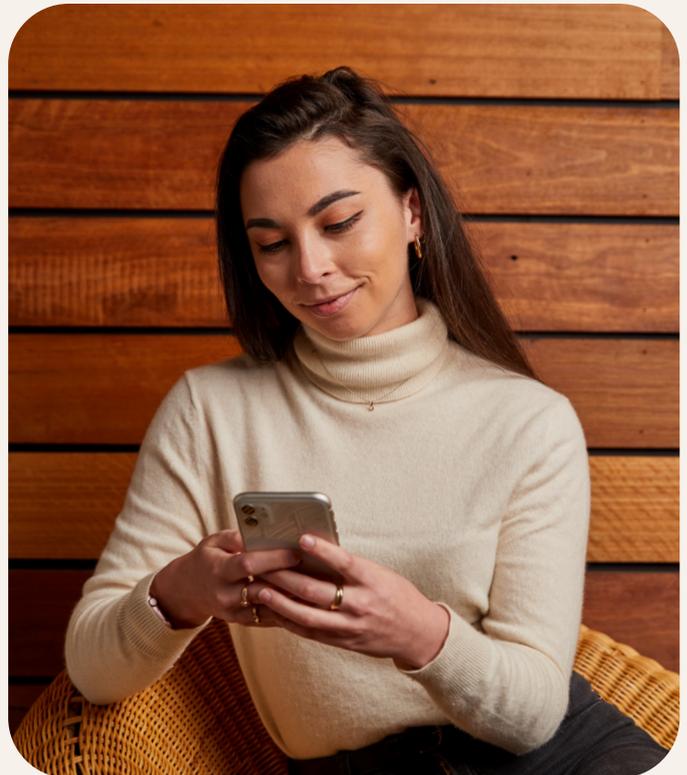
(Young person using PeerChat, 2025 Annual User Survey)



77% of parents and carers would recommend our parent/carer website to others.⁴⁴

'The website is easy to navigate, the information easy to access and understand.'

(Caregiver, 2025 Parent/Carer User Survey)



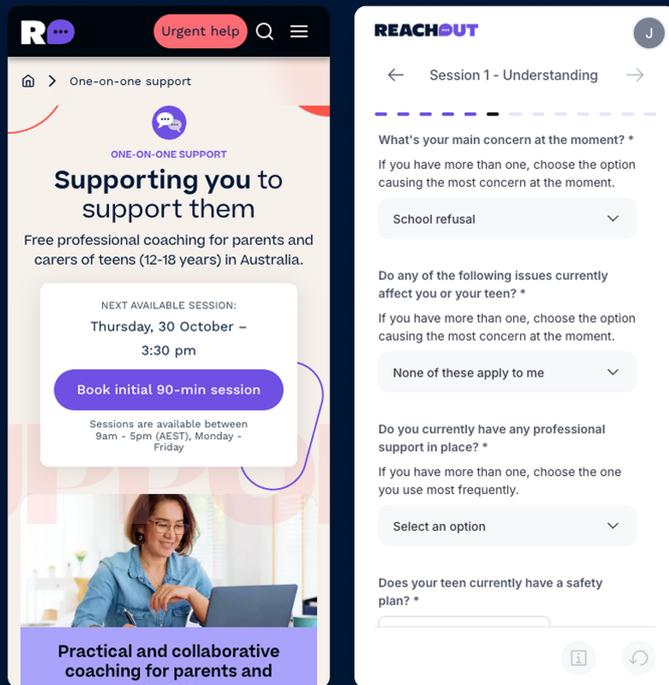
⁴⁰ 2025 Annual User Survey; ⁴¹ 'Content' includes website, email and social media; 2025 Parent/Carer User Survey; ⁴² 2025 Annual User Survey; ⁴³ Post-chat user feedback; ⁴⁴ 2025 Parent/Carer User Survey.

We engage with parents and carers in ways that work for them

ReachOut's Parent Coaching service

Few interventions exist that are designed specifically for parents and carers to help them support their teens (Burke et al., 2021).

At ReachOut, we have long recognised this gap, which is why we launched our **Parent Coaching service**. ReachOut research has shown that online one-on-one coaching is among the top help-seeking preferences for parents and carers (29%).⁴⁵



[ReachOut's Parent Coaching service](#) supports parents and carers of young people aged 12–18. The service is free, confidential and available online. It has been designed to help parents and carers develop practical strategies to support their teens and to build their confidence in having important conversations.



98% of parents and carers who completed two or more Parent Coaching sessions felt better able to manage the issues they were seeking help with.⁴⁶



Every parent and carer who participated in a follow-up survey felt satisfied with the coaching services they received.⁴⁷

'... the coach was kind and I felt supported/ validated in how we are trying to navigate our school refusal situation and my daughter's mental health and wellbeing ... It was reassuring because I feel quite overwhelmed at times and [I] worry how best to help her ... Your service makes me feel like I have some backup.'

(Parent Coaching user, 2025 Parent/Carer User Survey)

Meeting parents and carers where they are: A message from a Parent Coaching coach

'The Parent Coaching service resonates so strongly with caregivers because of the collaborative approach our coaches take. We recognise that parents and carers are the experts in their world and in the lives of their family and young person. The power is more balanced between the coach and the caregiver. We walk alongside them and support them to work towards change.'

We also meet parents where they are. We work within their current self-identified capacity, which means they're more likely to have success with their goals and strategies. We create an environment that focuses on their strengths and what is working well, which removes judgment and expectations.'

Parents often tell us they see a real shift after working with us. They notice their relationship with their teen starts to improve, conversations become easier, and they have a deeper understanding of what their teen is going through. They know how and when to step back and give their young people space to make mistakes and work things out on their own. They know what support options are available, and they feel empowered and confident to take action.'

(ReachOut Parent/Carer Coach, 2025)

⁴⁵ 2025 Parent/Carer User Survey; parents identified the top three ways they prefer to seek help; ^{46,47} Coaching service data, based on completion of two or more sessions.

Parent Instagram

Our research shows that social media is also among the top help-seeking preferences for parents and carers (29%).⁴⁸

At ReachOut, our social media channels play an important role in our overall service model. We aim to provide impact-driven help in-platform, so there is one less step for people to take when they need support. We also encourage greater help-seeking by providing clear referrals to our one-on-one support services.

In 2024, we launched an [Instagram account](#) designed exclusively for parents and carers of teens, offering resources, expert advice and supportive content. The purpose of this new channel is to:

- Provide relief and validation
- Educate, guide and empower
- Inspire action.



Likes and Limits

[This content series](#) was hosted by Aussie parent Pia Miranda (*Looking for Alibrandi*) and featured Peter Rowsthorn (*Kath & Kim*) alongside teens and mental health experts. It explores the challenges families can face in today's digital world.



Talking to your teen about Adolescence (TV show)

[This post](#) was in response to the popular TV show *Adolescence*, which explores a range of complex issues, including toxic masculinity, the gender divide and the influence of online spaces on identity. This post provides tips for parents and carers wishing to start meaningful conversations with their teens about these topics.



Supporting your teen's body image

In [this post](#), we partnered with The Butterfly Foundation and dietitian Kate McGill to share tips on how parents and carers can support their teen with body image.

⁴⁸ 2025 Parent/Carer User Survey; parents identified the top three ways they prefer to seek help.

How our services make an impact



ReachOut users reported positive changes in our six key outcome areas

1 Mental health literacy

'I have better knowledge and understanding about mental health.'

2 Relief from negative feelings

'I feel better than I did before.'

3 Connection

'I feel more connected to others.'

4 Validation

'I feel OK about who I am and what I'm experiencing or feeling.'

5 Better understanding of self

'I have a better understanding of what I'm/the young person I'm supporting is going through.'

6 Sense of agency

'I feel more in control managing challenges to my/my child's mental health.'

Our services help to improve mental health literacy

Mental health literacy supports wellbeing by helping people to better understand mental health challenges, identify coping strategies and access help when needed (Marinucci et al., 2024). ReachOut builds this literacy through psycho-educational content and practical tools for young people and their families.



86% of young people who had read ReachOut **content** on our website, or had seen our social media and videos, reported that it helped them by increasing their mental health literacy.⁴⁹

'The best thing about using ReachOut is that it has helped me learn more about myself and my anxiety and has given me more insight as to how to calm down.'

(Young person aged 14–25 years, 2025 Annual User Survey)

'The services are really easily accessible and always offer super helpful advice and strategies to help me feel better.'

(Young person aged 14–25 years, 2025 Annual User Survey)



72% of young people using our **PeerChat** service said that chatting to a peer worker helped them to learn self-help strategies or tips.⁵⁰

'I incorporated some of the relaxation tips that the peer support [recommended].'

(Young person using PeerChat, 2025 Annual User Survey)

Among parents and carers who used ReachOut's **Parent Coaching** service:



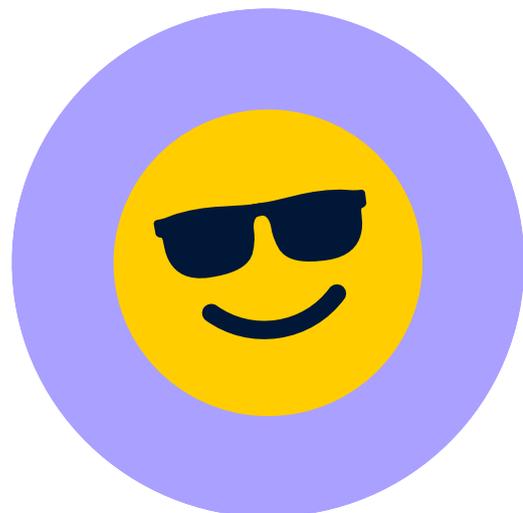
75% felt confident they could recognise when their teen was experiencing mental health problems.⁵¹



86% said they now knew where to get information about things that influence their teen's wellbeing.⁵²

'[ReachOut's Parent Coaching service] helped me understand how to communicate with my young person, understand what might be happening for them. Validating what I was going through.'

(Parent Coaching user, 2025 Parent/Carer User Survey)



^{49, 50} 2025 Annual User Survey; ^{51, 52} Coaching service data, based on completion of two or more sessions.

Our services help to relieve negative feelings

ReachOut's services help to reduce young people's distress, providing relief from negative feelings when they engage with our digital mental health and wellbeing resources or chat with a peer worker (ReachOut Australia, 2022, 2025).

80% of 14–25 year-olds who used our PeerChat service in the past 12 months told us they **felt better** after speaking with a peer worker.⁵³

How do you feel after your chat?



'It calmed me down and I didn't feel alone at that moment. I could really connect.'

(Young person using PeerChat, 2025 Annual User Survey)



69% of 14–25 year-olds using ReachOut told us our information and support helps them to feel better in one or more of the following ways.⁵⁴



'The best thing for me that I've gotten from ReachOut was that I'm happier.'

'I feel more confident and less anxious.'⁵⁵



⁵³ Post-chat user feedback; ⁵⁴ 2025 Annual User Survey, based on young people telling us they felt this way 'a lot' or 'quite a bit'; ⁵⁵ 2025 Annual User Survey.

Our services help to foster connection

A key strength of ReachOut's **PeerChat** service is the connection peer workers foster with young people by drawing on their own lived experience of mental health challenges to help young people feel less alone (ReachOut Australia, 2025).



78% of young people aged 16–24 years who had used PeerChat in the past 12 months said the sessions helped them to **feel less alone** in their experiences.⁵⁶

'It made me feel less isolated in my issue and [it] was just nice to be able to get it out verbally with someone unbiased towards me...'

'I felt I could connect with my peer support and felt less alone...'

'It made me feel less lonely talking to someone, even though it was just chatting. It was good to get stuff off my chest to someone I don't know personally...'⁵⁷

Youth content doesn't just help young people to feel less alone in their experiences by providing them with information about difficult-to-discuss topics. It also plays an important role in ensuring they are **connected with specialised services** when they need it, for issues such as gender identity, sexuality, domestic violence and sexual assault.

'The articles are good to address those deep fears that maybe you don't feel comfortable talking about with others or where maybe you think you're alone in your experience of them because people don't tend to talk about why...'

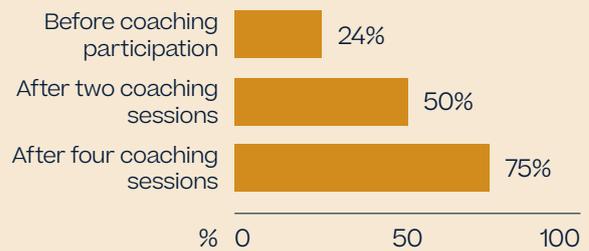
(Young person aged 14–25 years, 2025 Annual User Survey)



More than 6400 users on ReachOut's Youth content site accessed a referral link to specialised support services on external websites.

Our one-on-one **Parent Coaching** program also aims to strengthen connections within families. Parents and carers who participated in the program in 2024-25 reported stronger family connections as a result.

Percentage of parents and carers who felt able to make decisions together as a family⁵⁸:



^{56, 57} 2025 Annual User Survey; ⁵⁸ Coaching service data.

Our services help to validate users' feelings and experiences

ReachOut creates a space where the experiences of young people and caregivers are respected and validated. Normalising experiences of mental health concerns helps to challenge stigma, provide reassurance and increase help-seeking (Martin et al., 2020).



Research suggests that users of ReachOut's **PeerChat** service experience validation and reassurance that what they are feeling is okay (ReachOut, 2025).

'I feel a lot better knowing my experiences are normal and the feelings I've been going through are valid.'

(Young person using PeerChat, 2025 Annual User Survey)

'It was helpful to have someone that I could talk to, [to] help articulate and validate my experiences, and who I felt [was] genuine.'

(Young person using PeerChat, 2025 Annual User Survey)



The best thing about ReachOut is:

'Normalising [the] challenges I'm going through, which made me feel less anxious and realise I wasn't "the only one" ...'

(Young person aged 14–25 years, 2025 Annual User Survey)



All participants who completed two or more sessions of ReachOut's **Parent Coaching** program (**100%**) said they felt the service listened to them and understood what they were going through.⁵⁹

'Being validated and heard. Acknowledged for the things I was doing, never shamed. Felt very seen ... Assisted me to see what my son was struggling with and the efforts he and I were making.'

(Parent Coaching user, December 2024)

⁵⁹ Coaching service data, based on completion of two or more sessions.

Our services help users to better understand their feelings and experiences

Information and resources can help people to better understand their own experiences and how they can support others, improving overall mental health outcomes (Bennett et al., 2023). Both young people and parents and carers tell us they better understand their own or someone else's experiences as a result of accessing ReachOut's services.



65% of young people who had read ReachOut content on our website, or had seen our social media and videos, said they better understood their own or someone else's experiences.⁶⁰

'It helped me better understand what I was going through and how to cope.'

'It has been really useful for me in understanding how I can better assist people around me who need help but won't necessarily seek professional advice themselves for one reason or another. It means I can see and understand what they may be experiencing so I can empathise and support them more!'⁶¹

Over half of young people said that, as a result of using the **PeerChat** service, they:



Felt more able to talk to other people about what's on their mind — **54%**



Started to see the challenges they were facing differently — **57%**.⁶²



62% of parents and carers said they better understand what their young person was feeling or experiencing after viewing our parent/carer website.⁶³



Our services help to give users a sense of agency

Research suggests that mental health education can promote help-seeking behaviours by reducing barriers such as stigma and building motivation to access support (Xu et al., 2018; Yang et al., 2024). Much of ReachOut's youth content aims to encourage young people to take a step, however small, to support their own or someone else's wellbeing.



63% of young people aged 14–25 years who had read our youth content in the past year said it helped them to feel ready to try something new to support their mental health and wellbeing.⁶⁴



Many young people didn't just feel ready; they took action

85% of young people using ReachOut's services (content and PeerChat) told us they had **tried at least 'one new thing'** in the last year, because of the information and support we provided. This included:

Getting professional help

Speaking to someone they trust

Using self-help strategies.⁶⁵



64% of PeerChat users tried self-help strategies or tips that were shared by the peer worker in the session.⁶⁶

'It's encouraged me to reach out to people close to me for support.'

'I actually sought help from a GP, which is a massive milestone for me.'

'I've found breathing techniques to be amazing at calming myself down in overwhelming situations. Doubt at first, trying it as a last resort, yet found it works wonders.'⁶⁷



92% of parents and carers had tried something new to support the young people in their lives.⁶⁸

Our one-on-one Parent Coaching service fosters a sense of agency. The proportion of parents and carers who felt equipped to solve most parenting problems rose from fewer than one in four to more than one in three (**23% to 36%**) after completing the program.⁶⁹

'[The most significant change has been] ... perspective on the dynamics between myself and my teen and strategies to make tangible changes.'

(Parent Coaching user, February 2025)



⁶⁴ 2025 Annual User Survey; ⁶⁵ 2025 Annual User Survey, based on young people who had used ReachOut more than once (i.e. 59% of survey respondents); ^{66, 67} 2025 Annual User Survey; ⁶⁸ 2025 Parent/Carer User Survey; ⁶⁹ Coaching service data.

The power of lived experience

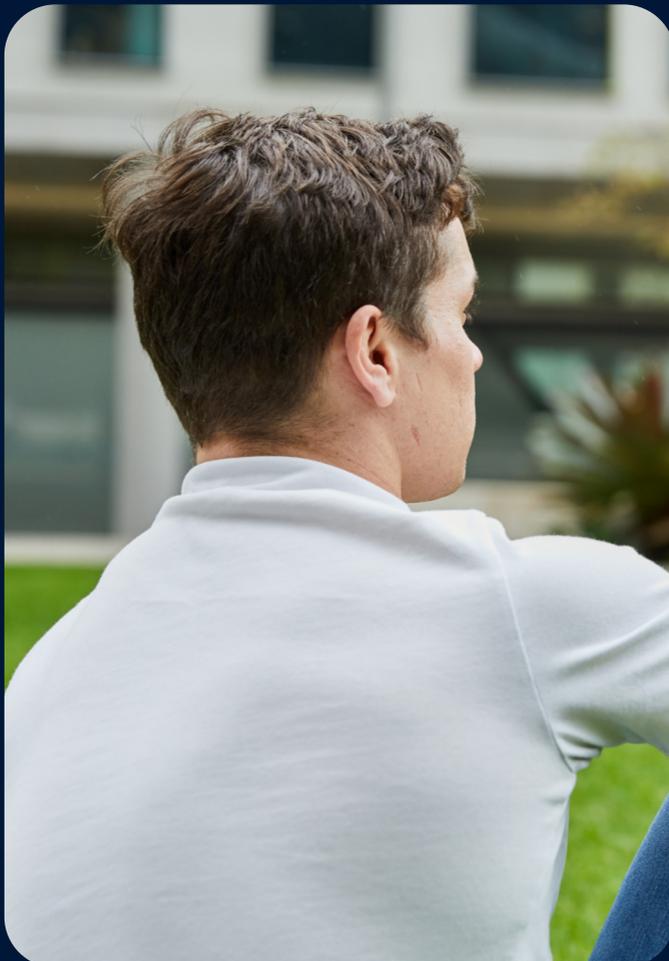
Research suggests that lived experience is a powerful facilitator of connection and validation that supports positive change for young people seeking help for their mental health and wellbeing (ReachOut, 2025). Hearing about the strengths and lived experience of peers can support young people to gain a new understanding of emotions and issues and encourage them to take action (Naslund et al., 2016).



81% of PeerChat users said the sessions helped them feel there were people like them going through a similar experience.

'It's good to hear about other people going through similar things to me. I felt very alone, but now I feel a bit better about everything.'⁷⁰

'Normalising challenges I'm going through, which made me feel less anxious and realise I wasn't "the only one in the world" having a negative experience and that I wasn't weird or lacking for it.'⁷¹



Chase's story

'Lived experience storytelling has played a really important role in my mental health and identity journey.

I had stumbled across the word transgender for the first time by accident while scrolling online one night. I watched a short documentary about a child a bit younger than me openly sharing their experience of socially transitioning from male to female. I finally had a word to describe the unease I'd been living with all my life, of being seen as a girl by everyone.

After a bit of research, I found stories from other people online who were trans men (people who, like myself, identify as male despite being initially raised as female) sharing their own stories of coming out and navigating the world in their affirmed gender. This gave me the courage to come out as transgender.

During this time, I relied on the lived experience stories I found online, from my newly founded online community to the stories I found on websites like ReachOut. Hearing these stories reminded me that I was not alone with my gender diversity and struggles with anxiety, that there were people out there who could understand and sympathise with me. Once I got older and more comfortable sharing my lived experience, I decided to join ReachOut so I could share my story publicly to help others feel less alone with what they're going through.'

^{70, 71} 2025 Annual User Survey.

Beyond one-to-one support, ReachOut uses lived experience to shape its digital content



Blak and forth: Cultural pressure

[In this article](#), three young First Nations people discuss how they balanced the pros and cons of cultural pressure at school.

'That's the one thing that's on Black people... even if it's a positive pressure or a negative pressure, it's not going away.'

(Alex, 19)



Study advice for neurodiverse students

[This resource](#) directly addresses the unique challenges of neurodiverse young people and offers tailored advice from someone who genuinely understands.

'Throughout all of this, it's so important to just be gentle with yourself and kind to yourself when it does get hard and when you do feel misunderstood.'

(Phoebe, 22)



Navigating cultural differences

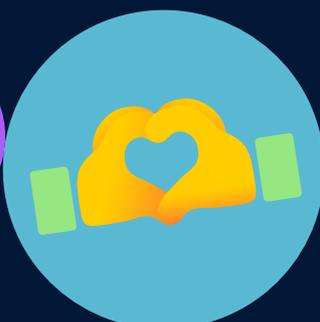
in romantic relationships

Navigating cultural differences in romantic relationships

[In this article](#), three young couples share how they navigate cultural differences in their relationships.

'It sounds cliched, but lots of communication... actually makes a world of difference.'

(Dani, 23)



'I was able to find other sources of information and support from what I read on ReachOut ... I read about other people's similar experiences and was able to take in what worked/didn't work for them and considered implementing it myself.'⁷²

⁷² 2025 Annual User Survey.

Looking to the future

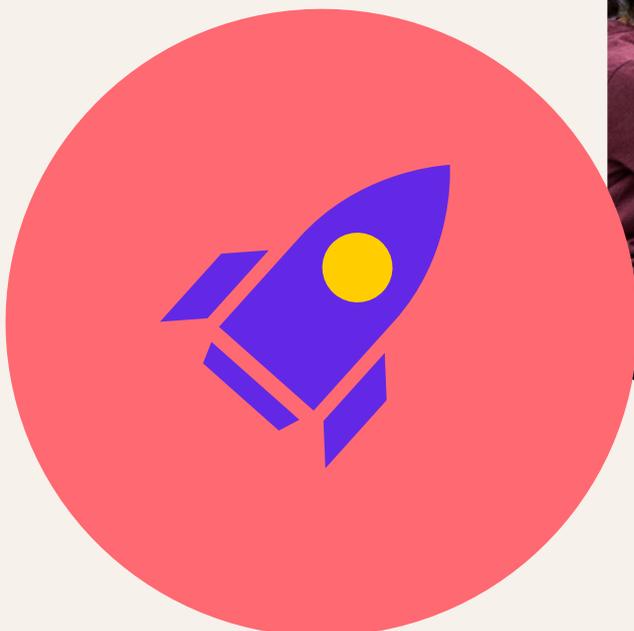
The insights outlined in this report demonstrate that ReachOut's services are having a positive impact on youth mental health in Australia. We are reaching young people, parents and carers from diverse backgrounds and those who need us, delivering trustworthy, relevant and valuable support options that are resulting in positive outcomes.

This year, the report highlighted a familiar but important theme: **digital services, built on lived experience and grounded in evidence, are key to meaningful intervention.**

Another key theme that has emerged is the sense of trust we have built with our audience over time, and the role this plays in effecting positive change. In a crowded online landscape, where young people are frequently bombarded with information, our commitment to providing evidence-based, lived-experience-driven resources and one-on-one support helps us to build trust and stand out as a reliable and credible source of support. The deep trust that we have built with our community ensures that our services are not only accessed, but also acted upon.

And finally, the report emphasised the importance of equipping parents and carers with the tools they need to support the young people in their lives. The role that parents and carers play in supporting the mental health and wellbeing of their teens has never been more critical, yet the data shows they face many barriers. Limited mental health literacy, access to quality and trusted information, and knowing where to get support can leave them feeling powerless. Services that are easy to access, relevant and expert-driven, and that empower people as the experts in their own lives, will be key.

Looking ahead, these insights will inform future service development as we embark on our new strategy, utilising digital technology to continue broadening our reach and deepening our impact.



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