

Our impact highlights

2023-24

ReachOut's 2023-24 Social Impact Report outlines key achievements across the three focus areas of our Social Impact Model – **reach, engagement** and **outcomes** – for the 2023-24 financial year. It illustrates how we are reaching those who need us, how users are engaging with our support, and how they are experiencing positive changes through using our products and services.

ReachOut's 2023-24 Social Impact Report provides clear evidence that our suite of mental health and wellbeing services for young people – and for those who support them – has **social value** and continues to position us to help young people feel better.

Reach

Our social impact data highlights that we are connecting with young people across Australia from diverse backgrounds and experiences. Our reach includes those with high mental health needs and those who find it hard to get support elsewhere. Young people who used our services in the past year told us that the best thing about using ReachOut was our **affordability and accessibility**. Parents and carers using our services reflect a range of family types and backgrounds, including sole parents and those in blended or shared-care families.

53% of our youth users had received a formal mental health **diagnosis**.

74% of our youth users had faced at least one **barrier** to accessing mental health support elsewhere.



49% of our youth users couldn't access a professional service because it was **at capacity**.



7% of our youth users identified as **First Nations**.



35% of our youth users were **sexuality diverse**.¹



25% of caregivers using our 1:1 Coaching service were **sole parents**.²

¹2024 Annual User Survey; ²Client intake data.

Engagement

Our social impact data also highlights strong engagement and satisfaction with our content and services. Young users view our services – whether designed for community connection or for one-on-one support – as **safe and reliable spaces**. Many users engage with us further by following and engaging with ReachOut's social media accounts.

89% of users of our moderated Online Community felt it was **safe**.

82% of users of our PeerChat service felt it was **trustworthy**.



88% of youth users find our content **useful**.



27% of youth users first found out about our services through **social media**.³



73,000 individual **engagements** were made with our social media posts.⁴

³ 2024 Annual User Survey; ⁴ 'Engagements' include liking, saving, sharing or commenting on a post, clicking a link in a post, or choosing to view a video.

Outcomes

Users of our services in 2023-24 told us they experienced positive changes in **six key areas**:

- improved **mental health literacy**
- relief from **negative feelings**
- **connection** with others
- **validation** of their feelings and experiences
- **better understanding** of their own feelings and experiences
- improved **sense of agency**.

76% of youth users said our content, social media and videos had increased their **mental health literacy** in some way.⁵

80% of educators and health professionals said our Schools content gave them greater **knowledge of support strategies** to use with young people.⁶



60% of youth users said our information and support made them **feel better** in some way.



75% of youth users told us our Online Community helped them to **feel less alone** in their experiences.



70% of youth users in our Online Community **felt validated** in their feelings or experiences.⁷



74% of users of PeerChat said they **felt better** after speaking with a peer worker.⁸



58% of users said our Youth content helped them to **feel ready to try something new** to support their mental health and wellbeing.⁹

^{5,7,9} 2024 Annual User Survey; ⁶ Schools Intercept Survey; ⁸ Post-chat rating data.