

# Our Impact

## 2023–24

### Strategy 2023+ Earlier. Easier. Together.

Beyond Blue's *Strategy 2023+* charts our course for **five years** from July 2023. *Strategy 2023+* is a deliberate step to sharpen our focus towards **prevention and earlier intervention** – supporting people before mental health issues arise or they reach a crisis. We do this through working with the community to improve mental health and making it easier for people to feel better earlier, get well and stay well.

#### Capturing progress against our strategy



*Strategy 2023+* outlines **five goals**, each with clear outcomes.

##### 1 Understanding:

more people understand how to look after their mental health

##### 2 Supporting:

more people access support earlier

##### 3 Connecting:

more people feel connected

##### 4 Leading:

people see us leading and influencing positive system and social change

##### 5 Integrity:

people trust we operate with integrity

We are monitoring progress towards achieving these goals through our **reach**, understanding people's **experience** of our supports and services and the **impact** we are having on mental health outcomes.

We measure how we're tracking against our strategic outcomes with a mixture of program data, surveys\* and interviews.

\*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 engaged with the relevant program or service.

#### The impact of our work in the community

We work at the **individual, community** and **system levels** to improve mental health.



For **individuals**, we provide trustworthy information and services to support people to have the knowledge, skills and confidence to look after their mental health. This includes:

- **Beyond Blue website** for evidence-based mental health information and resources
- **Support Service** for 24/7 telephone or online brief counselling
- **Peer Support Forums** offering an online peer support community
- **NewAccess** offering a mental health coaching program for individuals and for small business owners.

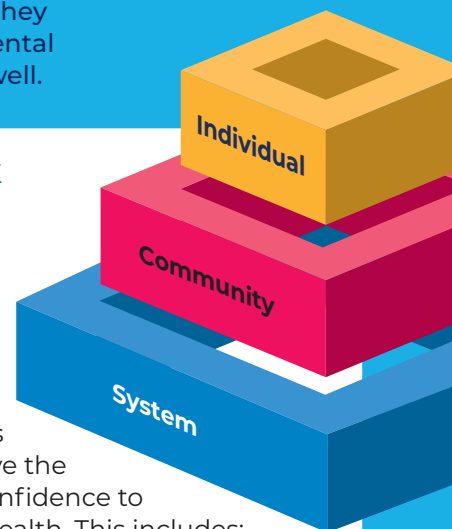


We work with the **community** to create supportive environments where looking after mental health is normalised through:

- our **engaged community**, including our speakers who share their personal experiences, Blue Voices members who are our lived and living experience network, and community members who volunteer for events
- community and corporate **partnerships**
- **community fundraising** activities
- **Be You** the national mental health and wellbeing initiative for learning communities.



We work towards **system and social** change through advocating for prevention, early intervention and system reform, partnering with others, and research to contribute to society's understanding of mental health.



# Understanding

## Goal Outcomes

 **Our goal is that more people understand how to look after their mental health**

We aim to understand and reflect the needs of the community by providing trustworthy tools and information to help people proactively look after their mental health.

We support people to understand what they, and those around them, can do to look after their mental health and support others by providing relevant information and resources – both to stay well and to lower the ‘help-seeking’ bar.




**OUTCOME**  
People understand how we can support them

**94%** of Australians are familiar with Beyond Blue<sup>^</sup>

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

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

**1 in 20** Australians have accessed phone support service, webchat, online peer forum, engaged through workplace/school or volunteered<sup>^</sup>

 **Website**  
More than **3.2 million website sessions** and more than **77,000 resources downloaded** – The Wellbeing Action Tool was the most popular resource, comprising 14% of these downloads<sup>\*</sup>

 **Peer Support Forums**  
More than **23,000 posts** were published  
Almost **5,000 new members** registered  
More than **531,000 Forum sessions** held


 **Support Service**  
Almost **276,000 contacts** reached out to our Support Services

**Social media**  
 **8.2 million people reached** on Facebook  
**85 million impressions** on Facebook  
 **3 million people reached** on Instagram  
 Nearly **609,000 organic impressions** on Beyond Blue LinkedIn content

**“Beyond Blue has reached many people through its core products and services... As a brand, Beyond Blue is almost universally recognised.**  
– Fifth Independent Evaluation of Beyond Blue (2023)<sup>\*\*</sup>

People who engaged with Beyond Blue are significantly more likely to know where to go for information about mental health (91%) than those who didn’t (78%)<sup>^</sup>.


**OUTCOME**  
People have increased knowledge of the signs and symptoms of depression and anxiety

 **89%** of Speaker Program audiences had a **greater awareness of the signs and symptoms** of a mental health condition<sup>\*\*\*</sup>

**71%** of regular Peer Support Forums users reported the Forums gave them an **increased understanding and awareness of their feelings**<sup>^^</sup>

**74%** of Be You educators felt **confident they can recognise the signs and symptoms** of different mental health problems<sup>^^</sup>

**OUTCOME**  
People have greater knowledge of when and how to access support

 **89%** of Speaker Program audiences **felt more informed** about where to access mental health information<sup>\*\*\*</sup>

**74%** of Peer Support Forums users reported that they **accessed further supports** for their mental health as a direct result of using the Forums<sup>^^</sup>

**79%** of Support Service users intended to **act on the advice and support** provided to them<sup>^^</sup>

**OUTCOME**  
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**<sup>^^</sup>

**73%** of Peer Support Forums users **took actions to improve or maintain their mental health** as a direct result of using the Forums<sup>^^</sup>

**72%** of Support Service users **practised the suggestions** on how to manage their anxiety or depression<sup>^^^</sup>

**“Before I discovered Beyond Blue I did not know how to detect or express my emotions in an efficient way. Now, I feel calmer, more prepared for anxiety attacks and my brain is much more educated.**  
– Peer Support Forums user

Data sources: <sup>^</sup>Australia’s Mental Health and Wellbeing Check, 2024; <sup>\*\*</sup>ARTD Consultants, 2023. Fifth Independent Evaluation of Beyond Blue; <sup>\*\*\*</sup>Speaker Program Audience Post-Event Survey; <sup>^^</sup>Forums Annual Survey; <sup>^^^</sup>National Mental Health in Education Survey; <sup>^^</sup>Combination of Support Service Surveys; <sup>^^</sup>NewAccess for Small Business Owners Post-Program Survey; <sup>^^^</sup>Support Service Follow-up Survey

# Supporting Goal Outcomes

## Our goal is that more people access support earlier

We offer early mental health support for individuals and their supporters, which is easy to access, personalised, safe and connected, and we continue to innovate to ensure people have the right support at the right time.

We deliver our Support Service, Peer Support Forums, and work to scale up brief interventions and low intensity support options, like NewAccess. We innovate through new models of support and, via our Be You program, we provide active support to educators.

“  
The phone call was extremely helpful and immediately eased the distress. [It made] the importance of acting sooner rather than later on getting support clear.  
– Support Service user



### OUTCOME

#### People who engage with us have their needs met

##### SUPPORT SERVICE



**85%** of users **received the information** they were seeking<sup>~</sup>

##### NEWACCESS FOR SMALL BUSINESS OWNERS



**95%** of participants **received the help** that mattered to them<sup>^</sup>

##### PEER SUPPORT FORUMS



**68%** of users were **satisfied with their experiences** of the forums<sup>^^</sup>

### OUTCOME

#### People who engage with our Support Services experience less distress

##### SUPPORT SERVICE



**76%** of users **felt less distressed** after engaging with a Support Service counsellor<sup>^^</sup>

##### NEWACCESS FOR SMALL BUSINESS OWNERS



**75%** of participants **showed reliable improvement<sup>\*</sup>** in their symptoms of anxiety and/or depression<sup>\*</sup>

##### PEER SUPPORT FORUMS



**76%** of users **felt more hopeful** after using the forums<sup>^^</sup>

### OUTCOME

#### Innovative approaches to meet community needs and address sector gaps are generated



**We are working towards our Big Blue Door vision** to provide accessible, personalised, safe, and connected mental health support for all people who engage with Beyond Blue. Investments in our Digital Evolution Program are building the foundations to realise this.



**Our Support Service is making it easier** for people to access what they need, when they need it, including new webchat processes to optimise the time spent speaking with a counsellor, a referral portal to support the transition to other services, and improved experience from the moment a call is answered.

<sup>\*</sup>Reliable improvement<sup>\*</sup> describes individuals who, following completion of the NASBO program, demonstrate a reduction of 5.2 points or more on the Patient Health Questionnaire (PHQ9), a validated depression symptom survey measure, and a drop of 3.53 on the Generalized Anxiety Disorder Questionnaire (GAD7), a validated anxiety symptom survey measure.

Data sources: <sup>~</sup>Support Service Info Only Survey; <sup>^</sup>NewAccess for Small Business Owners Post-Program Survey;

<sup>\*</sup>Forums Annual Survey; <sup>^^</sup>Combination of Support Service Surveys;

# Connecting

## Goal Outcomes



**Our goal is that more people feel connected**

We use the power of community and a supportive network of partner organisations to create inclusive and supportive environments where people feel they belong.

We encourage people to have open and helpful conversations and connect with others who might either be experiencing mental health challenges or supporting someone else who is. We provide opportunities for people to share their stories and use their experiences to help others.

### OUTCOME

**Our speakers, Blue Voices members and volunteers feel confident and empowered to advocate for positive mental health outcomes in their communities**



- 99%** of engaged community speakers **felt equipped to talk safely** about mental health concerns<sup>~</sup>
- 90%** of Speaker Program audiences **felt more comfortable supporting someone else** with their mental health after hearing a Beyond Blue Speaker<sup>\*\*\*</sup>
- 94%** of Be You educators **felt confident initiating conversations** with their colleagues or other professionals about the mental health and wellbeing of young people<sup>\*\*</sup>

### OUTCOME

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



- 79%** of engaged community members **felt they were part of a community**<sup>~</sup>
- 72%** of Peer Support Forums users **felt the forums offered a supportive community**<sup>^</sup>
- 82%** of Be You educators **felt confident to respond appropriately** to support children and young people with mental health issues or conditions in their learning communities<sup>~</sup>



**Being able to participate and share my voice and opinion about my lived experience gave me a lot of confidence and hope in my own journey and also for helping others.**

– Blue Voices member

# Leading

## Goal Outcomes



**People see us leading and influencing positive system and social change**

We are leaders in tackling depression and anxiety in Australia, work collaboratively with partners, amplify community lived experience, research and data insights, demonstrate leadership for better mental health, and continually learn, adapt and evolve.

We have played a leading role in influencing positive system change including through formal submissions to key state and national policies and inquiries, and advocating for action on cost of living, mental health and social media, earlier intervention and promoting social and emotional wellbeing for First Nations Peoples.

We have 16 active research partnership projects to develop innovative and accessible solutions to community mental health challenges.

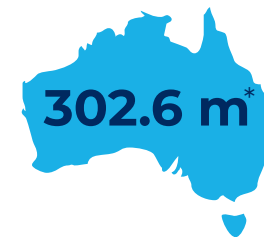
### OUTCOME

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



**89%**

of partners believe the **partnership enabled them to have a stronger impact** on the community than if they – or Beyond Blue – were acting alone<sup>#</sup>



**302.6 m\***

was the potential **cumulative audience** reached from media coverage of Beyond Blue's work



“Beyond Blue is viewed by stakeholders as a **highly engaged and effective policy advocate**, particularly at the national level ...”

– Fifth Independent Evaluation of Beyond Blue (2023)<sup>\*\*</sup>

\*Figure provided by media monitoring service Isentia. Media coverage is larger than the Australian population because of the multiple media sources people regularly consume.

Data sources: #Partnerships Annual Survey; \*\*ARTD Consultants, 2023. Fifth Independent Evaluation of Beyond Blue

# Integrity

## Goal Outcomes



### People trust that we operate with integrity

We are a well-governed and sustainable organisation making a noticeable positive impact – we have the people, processes, systems, culture and data in place to deliver.

#### OUTCOME

The community trusts us



**95%** of engaged community members **felt they can trust us**~~

**95%** of partners **felt they can trust us**#

#### OUTCOME

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



**91%** of staff can see how the work they do **makes a positive difference** at Beyond Blue\*#

**80%** of staff felt they can **be their authentic self** at work\*#

#### OUTCOME

We demonstrate impact and are considered a good investment

Beyond Blue is committed to undertaking independent evaluations. *The Fifth Independent Evaluation of Beyond Blue* was completed in 2023 by ARTD Consultants. Beyond Blue was found to deliver positive outcomes, offer services it is best placed to provide and be financially sustainable.\*\*