

BEYOND BLUE WEBSITE WINS PRESTIGIOUS AWARD

Beyond Blue's reimagined digital platform, beyondblue.org.au, has attracted global recognition at the prestigious Webby Awards.

The Webbys are often described as the Oscars for websites and are designed to honour the best of the Internet.

Nominated by Beyond Blue's digital partner Luminary, the mental health organisation has received an "Honoree Award" in the Webbys' Health and Wellbeing category.

Hosted by the International Academy of Digital Arts and Sciences, The Webby Awards are the biggest web awards ceremony in the world, attracting about 13,000 entries and 3,000 judges. They attract big name entrants – some of last year's winners included Michelle Obama, Taylor Swift, Julia Louise-Dreyfus, Gucci, Honda, Deloitte and many more.

The Webby Awards judging process involves Executive Academy members with category-specific expertise evaluating entries based on criteria like content, structure, navigation, visual design, functionality, interactivity, and creativity, ultimately deciding on Honorees, Nominees, and Winners.

Beyond Blue CEO Georgie Harman said: "I'm delighted the team is delivering world-class digital experience to the Australian community. This is significant recognition for important work that makes it easier for Australians to access mental health support and information as soon as they need it."

Luminary CEO and founder Marty Drill said: "Digital tools are the first step for many people on their mental health journey. Beyond Blue is a trusted organisation in this space and it is essential their digital experience meets people where they are at. Being recognised in the Webby Awards highlights their commitment to digital and to all Australians."

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