

Kids Helpline impact report 2024



kids helpline

POWERED BY **yourtown**



round the clock support

Kids Helpline provides an essential safety net for children, young people, and our wider community.

Every day, we see hundreds of young people reaching out for free, professional support.

Importantly, this service isn't just about immediate crisis intervention; we also offer ongoing, long-term support. Young people can connect with the same counsellor regularly, and we're available 24/7, no matter the reason.

Accessing mental health support, whether through public or private channels, remains a significant challenge for children and young people due to a shortage of specialists like psychologists and psychiatrists. In 2024, Kids Helpline continued to provide consistent, personalised support for many young people who struggled to access other services due to lengthy wait times or session limits.

Our primary focus is keeping young people safe, whether that involves emergency interventions for suicide, abuse, or violence, or providing a safe space to seek help for any concern.

Children and young people rely on our vital 24/7 safety net.

However, too many are still left waiting, hoping someone will answer their call. For us to address this we need to employ and train more counsellors to answer the call.

We need your help to strengthen Kids Helpline's 24/7 safety net, ensuring no young person slips through the cracks.

When a young person reaches out for support, we can't let them down.

We must respond to every contact. Help us be there for them.

**Kids Helpline
counsellors are
ready to support
every minute
every hour
every day**

**75% of all Kids Helpline
responses by counsellors
happen in the evening or
on weekends.**

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Acknowledgement of Country

yourtown acknowledges the Traditional Custodians of Country throughout Australia and recognises their continuing connection to the land and their waterways. We pay our respects to them, their culture, and their Elders; past, present, and emerging.

NEW BEGINNINGS

This art piece depicts the phrase "It takes a community to raise a child". It conveys the message that it takes many people to provide a safe and healthy environment for young people. **yourtown** is a place where our young people are given the security they need to develop and grow, and be able to realise their hopes and dreams.

Beck Field
Proud Kamilaroi Woman



I would emphasise to any young person that reaching out to Kids Helpline for support is a sign of strength, not weakness. It takes courage and self-awareness to recognise when you need help

-Leigh, Kids Helpline Counsellor

Hayley's story

I was struggling with anxiety, suicidal thoughts, and self-harm – then I found Kids Helpline.

Talking to Kids Helpline felt comfortable because I could get things off my chest that I usually wouldn't tell anyone – it helps that you can be anonymous.

After talking to a Kids Helpline counsellor, I noticed slight changes in myself.

Instead of panicking or thinking dark thoughts when I was triggered or uncomfortable, I took deep breaths and closed my eyes to calm down.

I still struggle, but each conversation with Kids Helpline makes me feel so much better. That's why they're my first choice when I need to talk to someone.

12-year-old Hayley*

*name and image changed to protect privacy

Kids Helpline is a crucial safety net for young people across Australia.



58%

3 out of every 5 contacts were for mental health, emotional wellbeing and suicide-related concerns



1 in 6 contacts involving suicide-related concerns

CEO message



Many across our communities faced challenging times in 2024, and that included our children and young people right across Australia, but they have also demonstrated great resilience and capacity.

During 2024, we responded to over 130,000 contacts – an increase from 122,356 the previous year. Since 1991, Kids Helpline has responded to more than 8.9 million contacts nationally, and we expect to reach the significant milestone of 9 million responses later this year.

Contacts relating to mental health, emotional wellbeing and suicide make up the top three issues as a proportion of total contacts, but we support children and young people across a range of issues including family relationships, child abuse, online safety, and bullying.

Young people living in New South Wales are the highest users of Kids Helpline, with more than 40,000 contacts from children and young people to counsellors in 2024. In Queensland, there were just over 27,000 contacts. The additional State Government funding which we have received from both of these states has allowed us to advance our work with more Kids Helpline counsellors onboarded throughout the year and will continue our critical role as a safety net for the wellbeing and mental health system.

With 75% of all Kids Helpline responses by counsellors happening outside normal business hours, we are committed to helping more young people in their hour of need. Those quiet, often overwhelming moments late at night or early in the morning when the world feels most challenging – that's when our qualified counsellors are here, 24/7 ready to offer understanding, compassion, and guidance.

The past year has been one of further transformation for Kids Helpline. We have undertaken substantial organisational and system changes aimed at strengthening our timely and accessible counselling support which has resulted in improving our response rate from 2 in 5 to 3 in 5.

We also established a physical presence in Victoria, through the opening of a third Kids Helpline Counselling Centre. The expansion of our physical centres supports our endeavours to be closely aligned to the ecosystem of support organisations across our communities.

Despite increasing numbers of counsellors, and the deployment of new technologies we know that there is more that we must do if we are to close the gap between contacts and our ability to respond. Being the safety net comes with significant responsibility and during 2025 we will be continuing our efforts to again lift the response rate beyond what we have achieved in 2024.

The journey ahead is promising, and we are excited about the opportunities that lie before us. With the continued support of our dedicated team members, engaged community members, corporate/s and government funders, I am confident that Kids Helpline will continue to thrive and make a profound impact nationally on the wellbeing and mental health of children and young people.

Your efforts really do make a difference.

Chief Executive Officer

When Kids Helpline launched as a 24/7 phone counselling service in 1991, it changed the way children and young people in Australia sought support. Over the decades since, Kids Helpline has continued to break new ground and is now regarded as a crucial part of mental health and child safety systems.

Kids Helpline is Australia's only free, professional, confidential 24/7 counselling and support service available to children and young people and as such is the national safety net for children and young people aged 5 to 25.

We are an essential service, providing equitable support to children and young people – because the service is free, and available on channels they are comfortable with.

The staffing model, qualifications and experience of our counselling staff reflect the complexity of work required to support a diverse group of young people across the 5-25 age spectrum and across a variety of presenting issues. It takes into account the different developmental stages of children and young people and the issues they face.

Kids Helpline is committed to supporting the mental health and wellbeing of all young people across Australia. We encourage them to reach out for help and support whenever they need it.

Each day of the year our aim is to support young people through early intervention and prevention, helping them before problems escalate and become more severe, complex, or difficult to resolve. Timely intervention results in better outcomes for young people, more quickly.

Kids Helpline plays a critical role within the mental health ecosystem, ensuring support is available when other services are closed or at capacity. This can be lifesaving, particularly for those who are marginalised, living in rural and remote communities, gender diverse, or facing a mental health crisis outside of regular working hours.



Kids Helpline key impacts

2024


For over 34 years yourtown has continued our critical work to provide free professional counselling and support 24/7 for children and young people aged 5-25 in Australia, through our Kids Helpline service.

As the prevalence of mental health and wellbeing related issues in childhood rises, and the significant gap in accessing support deepens, Kids Helpline continues to be a critical safety net for children and young people.

133,386
responses by counsellors



75%
of responses by
counsellors are outside
regular business hours





74,660
counselling sessions
(aged 5-25)

4,632
crisis/safety
interventions



3 out of every 5
contacts were for mental health,
emotional wellbeing and suicide-
related concerns

58%




1 in 6
contacts to Kids Helpline
related to suicide



1 in 7
contacts aged 10 to 14 seeking bullying
support also had thoughts of suicide.
For 12-year-olds this was 1 in 6.



48%
increase over
the last 5 years



in the number of counselling contacts
regarding suicide related concerns with
outer regional and remote young people
(from 520 in 2020 to 770 in 2024)

3,558
My Circle active
users in 2024

29% increase in logins




413
contacts to counsellors
related to sextortion

(up from 367 in 2023)



79,527
primary school children
reached by Kids Helpline @
School sessions from 537
schools across Australia



70,508
high school students reached by
Kids Helpline @ School sessions
from 134 schools across Australia

6.2 million
social accounts
reached with Kids
Helpline's self-help content



who we supported

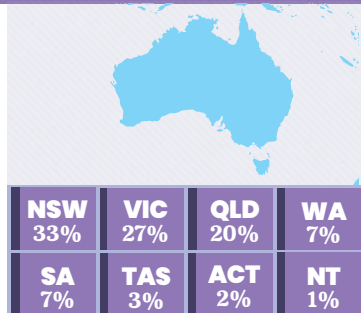
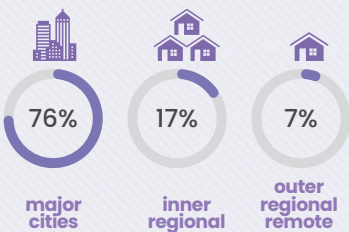


common topics for children & young people reaching out

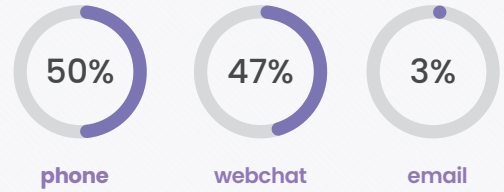
- 1 in 4 contacts involved emotional wellbeing
- 1 in 4 involved mental health concerns
- 1 in 6 involved suicide-related concerns
- 1 in 6 involved family relationship issues
- 1 in 10 involved friends/peer relationship issues
- 1 in 13 involved self-injury and self-harm concerns
- 1 in 13 involved dating and partner relationships
- 1 in 14 involved child abuse
- 1 in 20 involved bullying



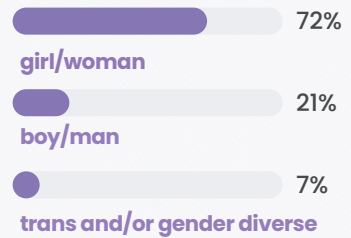
locality



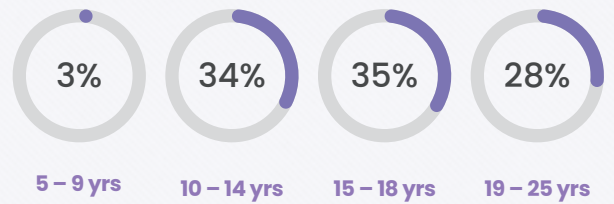
how young people reach out



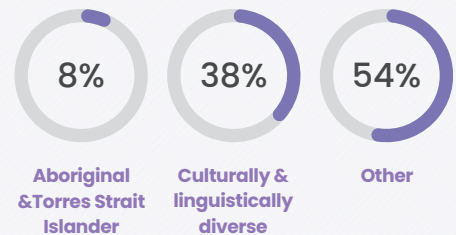
gender breakdown



age breakdown



cultural background



*Please note: **yourtown** was severely impacted in the Brisbane flooding event of February 2022, which also impacted our technology. Therefore, Kids Helpline data collection capture has been impacted for both 2023 and 2024.

Children and young people at risk of suicide represented 39% (1,803) of all 4,632 crisis/safety interventions in 2024 and was the number one reason for emergency escalations.

Supporting children and young people experiencing intrusive and unwanted thoughts of suicide takes specialised skills. The Kids Helpline’s practice framework and relational counselling model are tailored to support safely in the moment and in the longer term. This approach does take time and the application of additional counselling resources as these presentations become more frequent and complex.

The situations and factors related to suicidal ideation are complicated and are impacted by multiple issues. Young people may contact Kids Helpline with a different issue initially, such as bullying or low mood/depression.

They can be hesitant and fearful of sharing their experience of suicidal thoughts, but the kindness,

compassion, and support of our counsellors builds a powerful, trusting relationship that allows a young person to safely share these thoughts.

Some young people who are planning or possibly intending to end their lives connect for support to stay safe. These young people often tell our counsellors, “I don’t want to die. I just don’t want to hurt anymore.” These resilient young people are often motivated to seek help by their reasons to live, which may include people they care about, and their hopes and dreams for the future. Our counsellors are experts at helping them through periods where they are most at-risk and support them to develop new coping skills to manage their mental health and suicidal thoughts in the long-term.

Crisis/safety intervention actions have more than doubled over the past 5 years.

In 2024, Kids Helpline actioned 4,632 (89 each week on average) crisis and safety interventions where we engaged with external services (e.g., police, ambulance, domestic and family services, homeless shelters, etc.) to provide immediate assistance to children and young people who were at risk of significant harm. This was up from 3,893 in 2023.

top reasons for crisis/safety interventions in 2024



*Crisis/safety interventions are duty of care actions. Duty of Care actions are recorded when a counsellor engages with an external service (e.g. police, ambulance, domestic and family services, homeless shelters etc.) to assist children and young people who have experienced harm or who they believe are at risk of harm.



rural suicide-related contacts on the rise

Kids Helpline is deeply concerned about the significant increase in suicidal thoughts among children and young people living in rural and remote Australia contacting the service. Over the past five years, there has been a **48% rise** in the number of young people from these areas presenting to the service with suicidal ideation.

Young people living in rural areas experience unique circumstances that can increase the risk of mental ill-health. **In 2020, we had 520 responses from rural and remote areas make contact with Kids Helpline with current suicidal thoughts. By 2024 this number of responses had tragically risen to 770.**

Disturbingly, suicide-related concerns have increased from affecting **one in six of these young people in rural and remote Australia to one in four over the same five-year period.**

This data underscores the urgent need for increased mental health support and resources for young people in rural and remote communities.

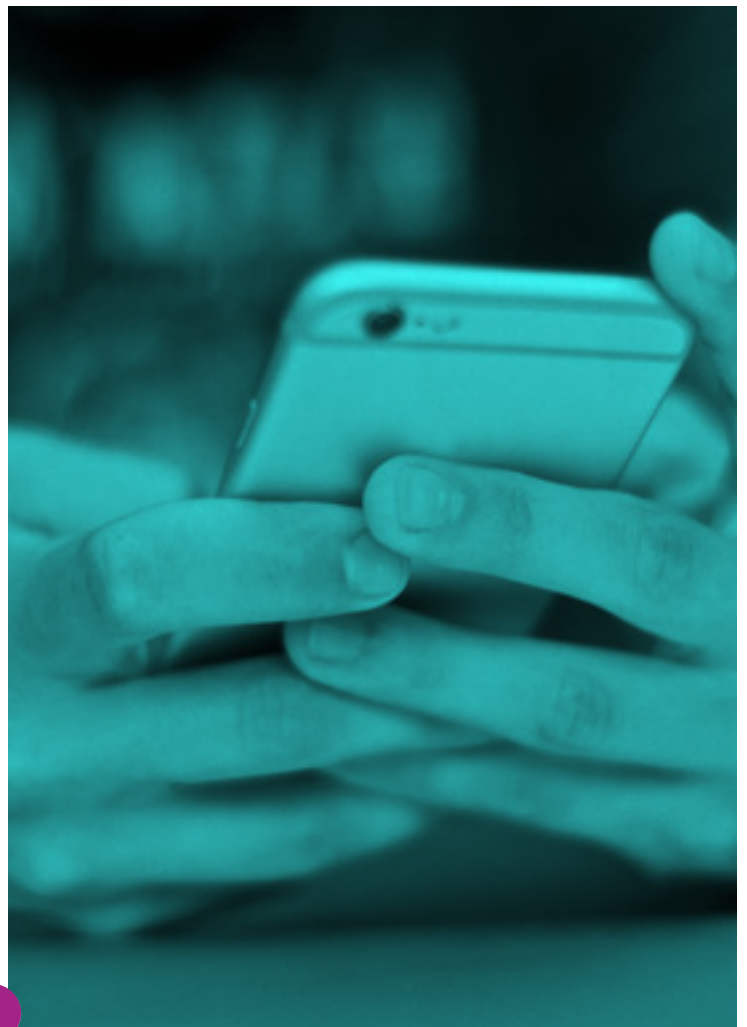
sexortion on the rise

Right now, Australia is experiencing a global trend of offenders predominantly targeting teenage boys to send sexual images and threatening to share them unless they pay.

These extortion attempts can result in young people suffering psychological impacts and there have been instances of suicide and self-harm directly linked to victims of this crime.

Young males are more commonly contacting with concerns related to sextortion when compared to females. Within the **13 to 25-year-old cohort, young men represented 85% of all sextortion-related counselling contacts.**

Kids Helpline had **432 contacts** from young people in 2024 relating to the topic of sextortion, an increase from **367 contacts received in 2023.** Young men are more commonly contacting counsellors about sextortion when compared to young women. Within the 13 to 25-year-old cohort, boys and men represented 85% of all sextortion related counselling contacts.



child abuse and family violence

At Kids Helpline we have a strong culture of ensuring that all children and young people who engage with us are not only safe from harm but feel safe when engaging with our service.

It is paramount that children and young people feel comfortable and secure to reach out to our counsellors if they are experiencing, have experienced, or are at risk of violence or abuse.

Child abuse and family violence remain significant issues among children and young people contacting Kids Helpline. In 2024 we had 5,483 counselling contacts (7% of counselling contacts) where young people reached out to us concerned about abuse or family violence.

2024 data snapshot

5,483 (7%)

Counselling contacts concerned child abuse or family violence (including physical and emotional abuse)

Child abuse was a concern for:		Total contacts
1 in 8	contacts from people aged 5-9	237
1 in 10	contacts from people aged 10-14	2,514
1 in 14	contacts from people aged 15-18	1,906
1 in 26	contacts from people aged 19-25	722
1 in 13	contacts from girls/women	3,870
1 in 15	contacts from boys/men	943
1 in 16	contacts from trans and/or gender-diverse young people	296

Proportionally, children aged **10-14** contacted Kids Helpline more than any other age group regarding child abuse (2.5% above the total proportion)

Increased support for web counselling demand

There is an increasing preference for text-based counselling sessions for young people.

Kids Helpline has seen a steady decline in phone-based contacts, whilst at the same time access through web counselling continues to grow.

Counsellors are seeing younger age groups making contact via web counselling, with an increase in contacts from those aged 9-12 years of age.

Our counsellors have responded to 24% more web counselling contacts in 2024 (nearly 12,000 more) compared to 2023.



what inspired your career into mental health?

My name is **Eunice**, and I've had the privilege of being a Kids Helpline counsellor for over 10 years. **This journey began with me having a desire to support young people who are in vulnerable situations**; I had a goal to support and inspire other young people in discovering their potential and finding alternatives to attain better outcomes in life.

What does a typical day look like for you?

A typical day begins with focusing on my self-care, and that includes having a good meal, staying hydrated, having a fitness and stretch session, doing something creative, and finding time and space to rest my body and mind. I then head to the Kids Helpline office and support the children and young people that contact us either on the telephone or through web counselling.

What is the most rewarding part about your job?

Having a regular young person let me know that they now feel safer, more resilient, and able to bounce back after challenges and stressful events, and to be confident to cope on their own. It is rewarding to learn that the support we provide through counselling enables young people to become independent, and that they are no longer dependent on me for ongoing support. They have learned the skills to cope and work through struggles and feel confident they can succeed with their goals.

I also enjoy seeing the progress made through each session with our young people particularly when they feel empowered.

How do you build rapport with young people?

Building rapport with the children and young people who make contact with Kids Helpline is fundamental to effective therapy. I start by creating a welcoming and supportive tone of voice where young people can feel safe and respected. Providing a safe and non-judgmental space for them to share their feelings is incredibly meaningful. Active listening, empathy, and validation are key components of my approach. By understanding and reflecting clients' feelings and experiences, I can establish an environment that fosters open communication and collaboration.

What do you find most challenging about working in mental health?

There are many challenging things about working in this field. One challenge that Kids Helpline counsellors must initially overcome is compassion fatigue. Not allowing the stressors of each young person go home with you every night. It can become difficult at times, but we need to maintain our own mental health in order to help others, and this means having ongoing professional reflections of our work and practicing self-care.

Throughout this year, what changes in suicidal presentations have you noticed?

Definitely the increase in younger persons, ten-year-olds onwards reaching out to Kids Helpline needing help with managing suicidal thoughts; some of them have reported having thoughts about wanting to end their lives since as early as seven years of age.

What are you hearing from young people about bullying?

Something that has stood out to me in 2024 is a **sense of helplessness** coming from young people (and their parents seeking support and referral) around issues of bullying at school – these contacts tend to be girls transitioning into new schools, culturally and linguistically diverse young people, or those in late primary and early secondary schooling as well as those living in remote areas or at boarding schools.

The transition from primary to secondary schooling is often stressful – the need to feel accepted and belonged within a new environment, or the experience of being rejected whilst trying to fit into a new school culture, often affects the mental wellbeing of tweens and teens who feel isolated and vulnerable.

What advice would you give to young people regarding bullying?

Reach out to Kids Helpline. We are here 24 hours a day 7 days a week to support the wellbeing of children and young people who encounter ongoing school and cyberbullying. **Don't feel alone or helpless**, seek help from a teacher, guidance officer or Kids Helpline.



The heart and soul of Kids Helpline is the direct contact young people have with our counsellors.

-Eunice, Kids Helpline Counsellor

When are you most busy?

Many young people reach out to Kids Helpline late at night or early mornings. They are often alone and left to manage intense mental health presentations by themselves, which can include hallucinations, severe anxiety and depression, traumatic stress, chronic difficulties with sleep, and ongoing self-harm and suicidal thoughts.

What are kids telling you about child abuse?

Child abuse concerns remain constant from young people of various ages. Young people reach out to counsellors with worries about emotional and physical abuse at home – they are often **very scared** about talking to someone about what happens at home. Sometimes they may feel torn, yet they understand that what they have struggled with has made them feel sad and unsafe. As a Kids Helpline counsellor, I have supported multiple young people to better understand their rights, validate their worries, and educate them in what they can do by reaching out to Kids Helpline and child safety services, to get help for themselves, and their families.

What are the main reasons kids make contact?

While young people can talk to Kids Helpline counsellors about anything, the main reasons include contacts about emotional wellbeing, mental health concerns, suicide-related concerns, and family relationship issues.

What has lifted your spirits in 2024?

I have noticed an increase in contacts from children and young people who identify as Aboriginal and/or Torres Strait Islander, both through phone and web counselling. This **gives me hope as it indicates an increased level of trust for help-seeking from young people within the Aboriginal and/or Torres Strait Islander community** with Kids Helpline. We have undertaken significant community engagement and established a solid foundation of cultural sensitivity and understanding in supporting young people from the Aboriginal and/or Torres Strait Islander community. The safeguarding of children is a critical part of Kids Helpline, so I am pleased to see more young people reaching out when experiencing difficult times.

As a Kids Helpline counsellor, we have the privilege of being a supportive presence for young people during their most vulnerable moments.



early intervention

Early intervention is crucial in helping prevent mental illness later in life

While contacts to Kids Helpline from young people seeking counselling support continue to steadily increase, we are seeing fewer children and young people reaching out for less complex issues and before they reach crisis point. Instead, a growing proportion of contacts involve high-risk or crisis situations requiring urgent intervention and ongoing support.

This shift is concerning, as it suggests that many young people may not be seeking support early enough, allowing issues and life challenges to escalate before reaching out for help.

Early intervention is essential in promoting positive mental health outcomes and preventing the worsening of issues over time. When young people access support for everyday concerns – such as stress, relationships, and emotional wellbeing – they build resilience, develop

copng strategies, and are better equipped to manage future challenges. The decline in contacts for these less complex issues highlights the need to encourage and normalise early help-seeking behaviour, so young people feel supported and develop essential coping skills before their concerns become more complex.

To address this trend, we must work to de-stigmatise help-seeking and reinforce the message that it's ok to reach out for any reason – not just in times of crisis.

Encouraging young people to seek help early, without fear of judgment, can make a significant difference in their long-term wellbeing. Kids Helpline hopes that our community of support across the country can nurture a culture where reaching out for support is seen as a strength and we can ensure that more young people receive the assistance they need before their concerns become critical.



Kids Helpline @ School



The Kids Helpline @ School program is available for free, nationally to primary and secondary schools and provides students evidence informed strategies to promote mental health and wellbeing.

Our counsellors deliver virtual workshops teaching young people skills and strategies for emotional regulation, online wellbeing, resilience, conflict resolution, respectful relationships, and help-seeking behaviour. The program is also integrated with Kids Helpline to ensure that students engaging in the program also have easy access to counselling and support should they require it.

In 2024 primary school and high school student participation numbered over 150,000.

With Bupa's longstanding commitment to youth mental health, Kids Helpline @ School is made possible thanks to our principal partner Bupa Foundation.

The impact of poor mental health on educational outcomes and personal wellbeing is increasingly a major focus for schools. This is why this early intervention program is so important – it enables high schools to connect classrooms to a Kids Helpline counsellor free of charge by simply booking a Kids Helpline @ School session online.

Teachers can download classroom resources and book free online learning sessions with qualified Kids Helpline counsellors on a range of topics – schools.kidshelpline.com.au



The session effectively communicated the important information in a practical and engaging manner. The children remained engaged and actively participated throughout the entire session. The session was a fantastic blend of engaging activities and informative content, keeping the children alert and focused throughout.

-Teacher, Grades 5-6, Victoria



It's our shared responsibility to equip as many primary and high school students as possible with the tools they need to stay mentally healthy, resilient and to keep themselves safe.

-Tracy Adams, **yourtown** CEO



Supporting the mental health of our young people has never been so important. At the Bupa Foundation we are proud to be investing in innovative prevention and early intervention mental health programs that help kids live life to their full potential.

-Roger Sharp, Bupa Asia Pacific Chief Sustainability and Corporate Affairs Officer

Almost 80,000 primary school children and 17,150 teachers, educational staff, and community members reached across 574 metropolitan, regional, and rural schools.

Almost 71,000 high school student participants reached by Kids Helpline @ School session from 134 schools across Australia.



supporting Aboriginal and/or Torres Strait Islanders

We value and respect Aboriginal cultures and Torres Strait Islander cultures in all that we do.

During 2024 our Kids Helpline @ School team supported the community of Napranum in North Queensland during one of our face-to-face visits in August.

While in Napranum, the team worked to build relationships with community, promote Kids Helpline as a safety net for young people, and to demystify help-seeking.

We utilised interactive play to engage young people in discussions about the service of Kids Helpline, exploring their opportunities for help-seeking both for themselves and their peers while also exploring their existing support networks.

Feedback from the young people demonstrated that they found this experience meaningful, engaging and a creative way to learn about supports available to them.

As a demonstration of embedded learning from the day, the young people were posed the challenge of creating a ground sculpture displaying the Kids Helpline phone number in a short time frame.

Students worked in teams and competed against their peers to test who could create our phone number the fastest.

The image of 1800 55 1800 covering the floor of the PCYC carried with it a great power as external agencies may not always be embraced by community, and ours very clearly was not only embraced but celebrated by these young people.

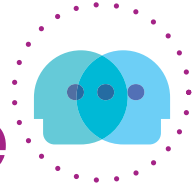
The relationship between Kids Helpline and Napranum PCYC is proof of the importance of building and investing in relationships with rural/remote communities and the stakeholders within them.

Since the launch of the Kids Helpline @ School Northern Queensland Primary Health Network initiative in 2018, the program supported almost 22,000 young people and almost 800 parents/teachers/community members from 69 unique schools throughout rural and remote North Queensland. Within the final year of the program, it reached 1,698 young people from community through 55 sessions. The wider Kids Helpline @ School program and **yourtown** has made a commitment to continue supporting the young Cape community.



Napranum Community

My Circle



the social platform that's good for your mental health

My Circle is Kids Helpline's free, confidential social media platform dedicated to supporting the mental health of 12-25-year-olds across Australia.

My Circle is an anonymous online peer support platform that provides a safe, secure, online environment for young people to connect with their peers and moderators and access wellbeing support.

Through My Circle, young people can have a positive and safe online experience with their peers, while being supported by a trained moderator, around issues that concern them. This includes issues such as bullying, relationships, wellbeing, and their daily lives.



I think sharing mental and other concerns makes people feel less alone and it's easy for us to connect with others in the same situation if we connect with My Circle as a safe social media platform.

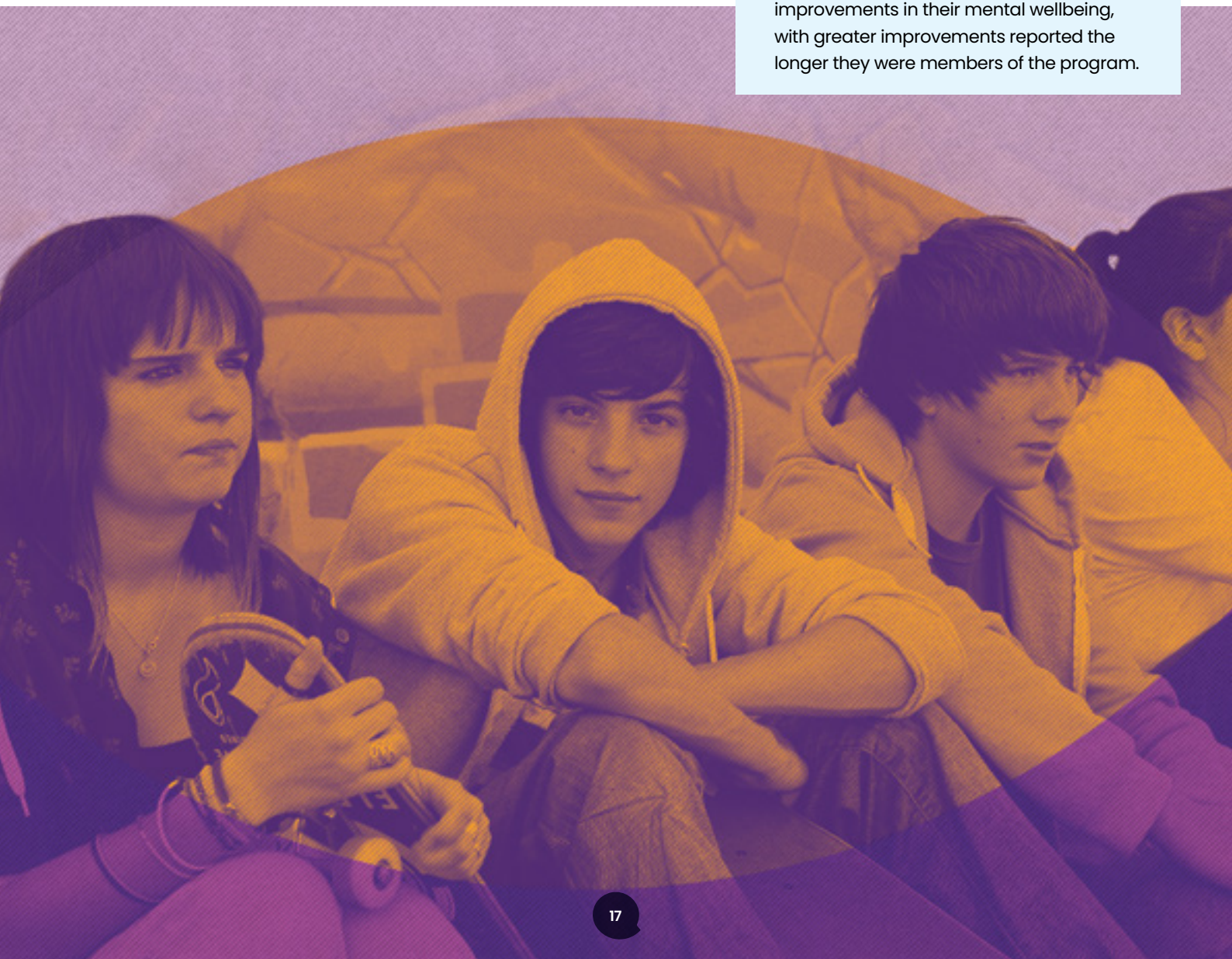
-My Circle male participant
19 years of age

The popularity of My Circle has seen a higher level of sessions/logins per user in 2024 indicating a greater engagement with users aged 12 to 25.

3,558 active users in 2024

users logged in **29% more often than in 2023**

Participants in My Circle said there were improvements in their mental wellbeing, with greater improvements reported the longer they were members of the program.



supporting those experiencing bullying

One in four students have reported being bullied.

Bullying is a sad reality for far too many young people across Australia, with children and young people telling us they can't see a way out.

In 2024, over 3,500 Kids Helpline counselling sessions were directly related to this issue, with a further 208,000 users accessing bullying support content through our website – highlighting the need for further intervention.

The mental health impact of bullying can be profound, impacting self-esteem and overall wellbeing, which is why it's vital to remind young people that support is always available.

Kids Helpline's largest anti-bullying lesson

In response to this need, Kids Helpline launched its first ever free, virtual anti-bullying event for high schools across Australia in August.

Based on Kids Helpline @ School's popular 'Bullying: it ends with us' session, the hugely successful live event was our most ambitious yet, with nearly 200 schools registering over 26,000 students.

Following positive feedback from our school community, Kids Helpline @ School plans to extend this event in 2025 to include primary schools.

'How Do You Mean??'

In November, Kids Helpline partnered with Instagram to deliver a campaign aimed at empowering young people to recognise, report, and seek support for bullying.

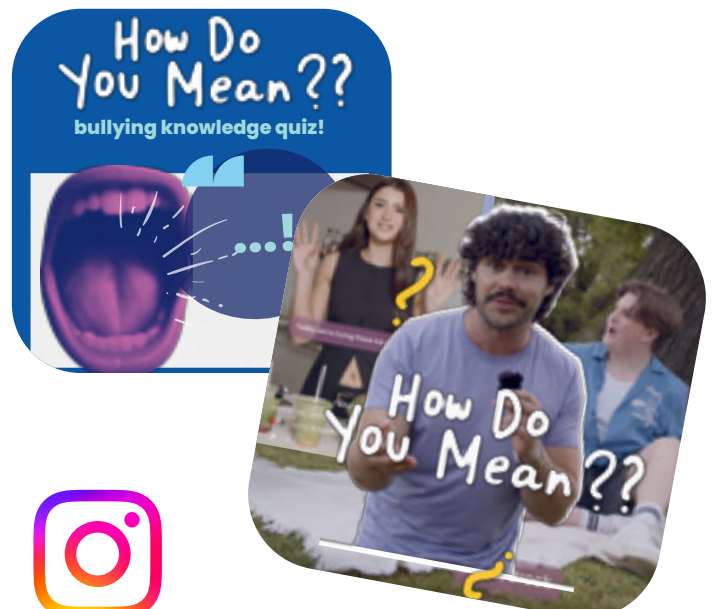
The 'How Do You Mean??' campaign saw five Australian content creators come together to share their own experiences with bullying and how they got through it.

With a reach of more than 720,000 on social media, the campaign saw 15,000 users visit Kids Helpline's dedicated bullying support resources – accessing practical tips, coping strategies and answers to their most burning questions.

One in seven contacts to Kids Helpline, aged 10-14, who sought support for bullying said they currently had thoughts of suicide. For 12-year-olds this number was one in six.



We thank Bupa Foundation for their ongoing generous support of Kids Helpline @ School. As our principal partner of Kids Helpline @ School, this latest initiative helped support students understand what is bullying, what its impacts are, practical in-the-moment responses, as well as how to look after themselves and others.





mood critters

kids helpline



Mood Critters Helping build kids' emotional literacy

Learning to identify and understand emotions is an important part of growing up.

To help support parents and teachers in building their primary school aged children's emotional literacy, Kids Helpline launched Mood Critters in May.

Developed by Kids Helpline counsellors, these neuro-affirming critters are designed to help students explore those big emotions.

From trading cards to downloadable resources and learning materials, we were overwhelmed by the positive response which saw nearly 10,000 users check them out and download the free resources more than 11,000 times.

With one in four contacts to Kids Helpline involving emotional wellbeing, it's important young people are given the tools they need early on to help them navigate through those emotions later on.

Kids Helpline's Mood Critters schools pack campaign reached over 30,000 students and 1,000 teachers in just one month!

We used the cards initially as part of our check in circle each morning. Then each student was asked to choose a card they'd like to keep. We explained who Kids Helpline was and that they were there for kids. They loved it.

-Queensland primary school teacher



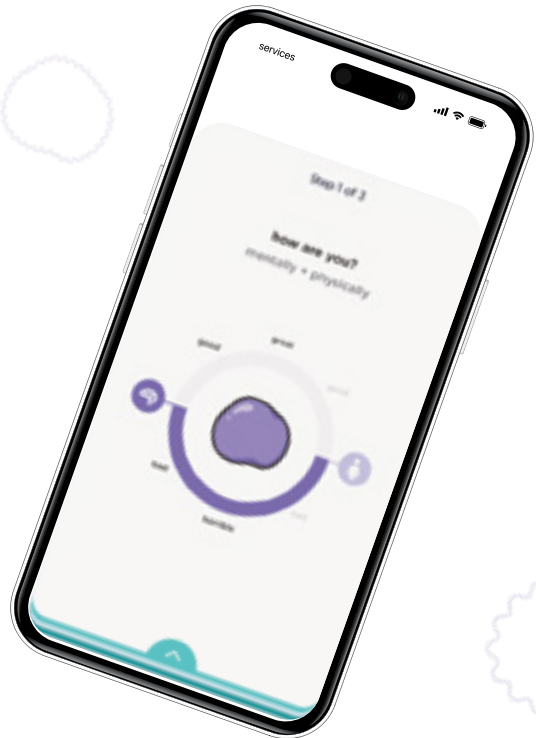
Visit: kidshelpline.com.au/mood-critters to download free resources!

niggle set to become qwibbl



The 'Niggle' app is a wellbeing toolkit by young people, for young people, helping them self-manage their mental health and connecting them with peers experiencing similar challenges.

The app has undergone re-development in 2024 and is due for a re-launch as qwibbl in 2025 thanks to funding by the **Telstra Foundation**.



joyfully joining forces with Telstra to answer the call

In the countdown to Christmas, we joined forces with Telstra to share festive cheer with children, young people, and families right across Australia. Telstra's Free Calls to Santa is a popular festive tradition.

Kids of all ages called Santa for free from any of Telstra's 14,000+ payphones by dialling #HO HO HO (#46 46 46).

For every call made to Santa over 14-15 December, Telstra donated \$1 to Kids Helpline.

Children and young people had fun speaking with Santa, knowing that they were also helping Kids Helpline to answer the calls of kids like them.

In the era of the smartphone, parents and carers told us that Free Calls to Santa was also a great way for their kids to learn how to find and use a payphone in case of emergency.

A huge thank you to Telstra and everyone who made a call to Santa! Thanks to your support, the Telstra Foundation donated \$50,000 to Kids Helpline.



Kids Helpline now in Melbourne

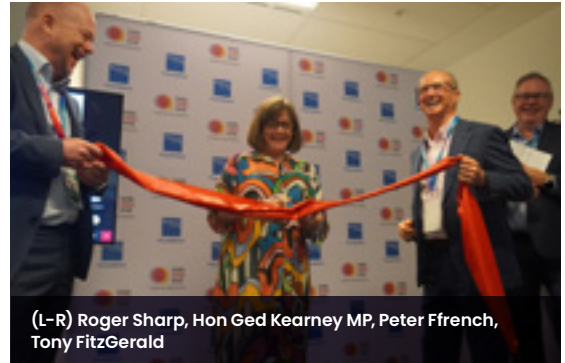
In response to demand, Kids Helpline established a new counselling centre in Melbourne in early 2024.

Kids Helpline Victoria is staffed by a professional team who provide counselling and wellbeing support to children and young people via phone, webchat, and online platforms.

Having a bricks-and-mortar presence in Melbourne means Kids Helpline now has a physical hub for creating better local connections with communities and services across Victoria.

We are grateful for the ongoing generous support from Bupa Foundation, Kids Helpline's principal partner, which has been instrumental in establishing our new counselling centre in central Melbourne.

-Tracy Adams, yourtown CEO



(L-R) Roger Sharp, Hon Ged Kearney MP, Peter Ffrench, Tony FitzGerald

schools in nature activity



In Nature was a Kids Helpline @ School initiative funded by Bupa Foundation that offered schools a \$1,000 grant to deliver a nature-based activity.

37 schools received a grant to engage the students in a nature-based activity empowering them to take action

on climate change and care of their inner and outer worlds.

5,256 students participated in the creation of gardens and micro-forests, greenhouses, recycling and composting initiatives.



5,256 students

37 schools

Milperra Public School – New South Wales

robust cyber security strategy

Cyber threats are evolving and becoming increasingly sophisticated.

Kids Helpline not only relies on technology for the delivery of the service, but it also relies on it for the safety of the data we hold. Our multifaceted measures and robust cyber security practices protect the confidentiality, integrity and availability of our systems and information which are vital. Cyber security threats remain prevalent, with **yourtown** facing a barrage of risks, with over 18 million intrusion attempts in 2024.

Having CyberCX as our corporate partner not only provides real support through their management of our security operations centre, but also through the expertise they bring to supporting our progress. Over the last few years, Kids Helpline has made a significant investment to integrate advanced technology into how we operate and to uplift our defence against any such cyber threats.



It is a privilege to support the incredible and invaluable work of **yourtown**. We are proud to be the Cyber Security Corporate Partner of Kids Helpline and bring to life our mission of protecting and defending the communities in which we live and work.

-Group CEO, CyberCX
John Paitaridis



Kids Helpline in the community

Throughout the year Kids Helpline collaborated with the SCHEMA collective to empower young people as performers and attendees of free, all ages music and skateboarding events to increase networking, peer support and normalise help-seeking.

Almost 1,000 children, young people and parents enjoyed leisurely Saturdays at local skateparks creating

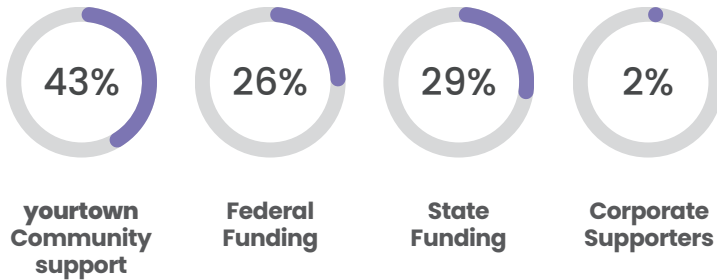
art at the Kids Helpline art tent, playing music, dancing and skateboarding.

SCHEMA collective has worked with Kids Helpline for over seven years, promoting wellbeing in the community and raising awareness of the free emotional support that is available anytime for any reason.



your support means the world to us!

funding sources



Kids Helpline Principal Partner



Corporate Partner



Pro-Bono Partner



Government support

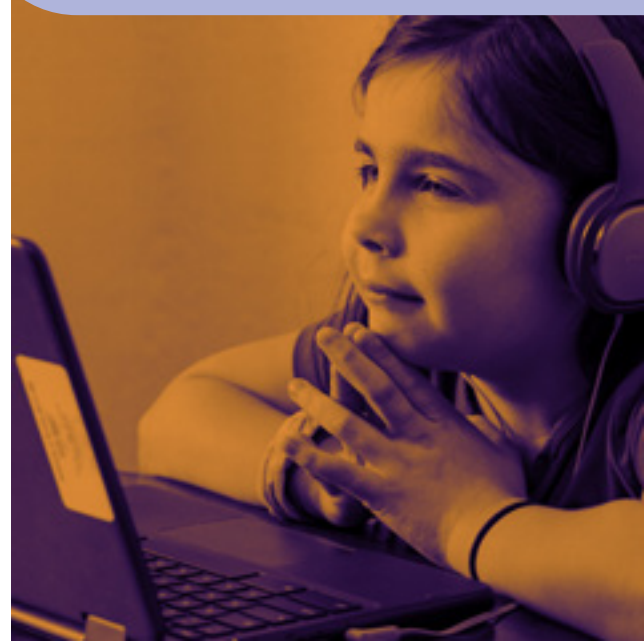


Australian Government



how can you support Kids Helpline?

We depend on the support of donors, sponsors, governments, and Art Union supporters to fund Kids Helpline. Please help us to continue supporting children and young people by encouraging your government representative to support investment in Kids Helpline, by supporting the **yourtown** Art Union, or by donating today.



someone

to listen

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