

yourtown
POWERING kids helpline

2025



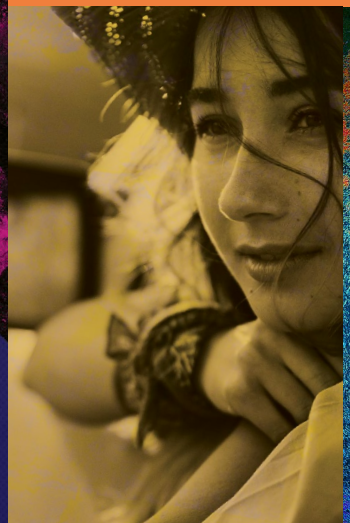
annual report

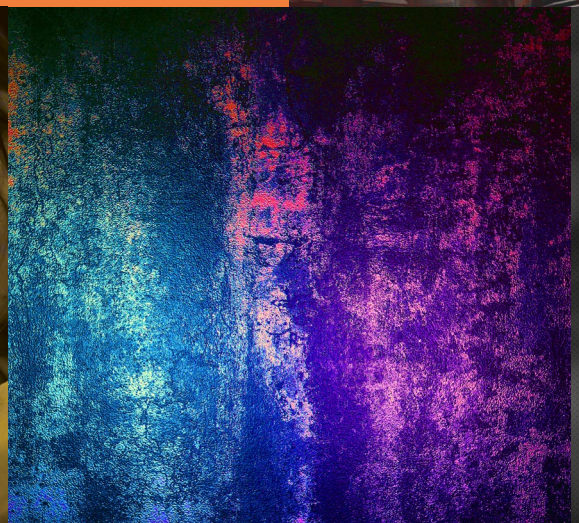








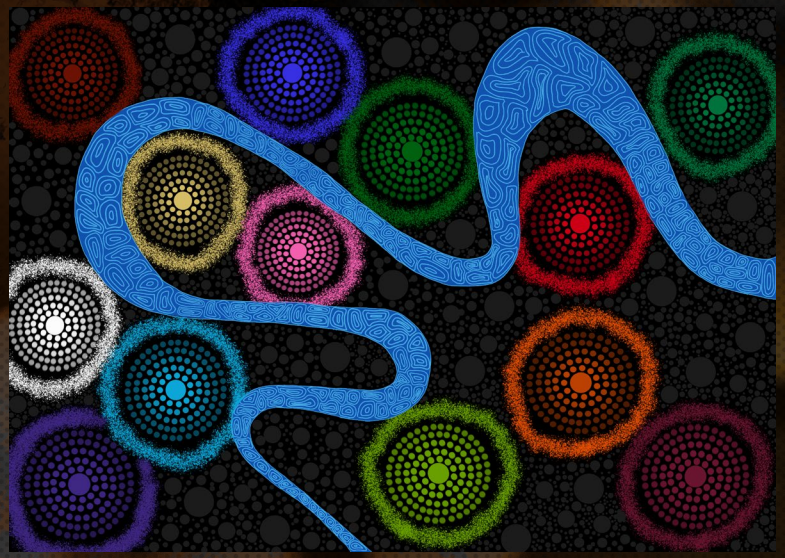






acknowledgement of First Nations peoples

As we look forward, we begin by looking back, with gratitude and respect for Aboriginal and Torres Strait Islander peoples, the Traditional Custodians of this country. We acknowledge their enduring connection to the land, waterways, and community, and the stories, languages, and cultures that continue to shape this place. We honour Elders past and present and affirm our commitment to reconciliation, equity, and the shared journey of moving forward from here, together.



Community of Colours by Beck Field, 2021

The story behind this artwork is all about the care and the safety net that Kids Helpline counsellors provide to the children and young people who reach out for support. The blue snake-like shape that runs through the centre of the painting represents the Brisbane River. The coloured circles represent the teams, managers, and administration involved in Kids Helpline. The shading that surrounds each of the circles represents the care and safety net that each team provides to children and young people.

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forward from here

We ask a lot of young people: to face uncertainty, to adapt, to keep going when life gets tough. And if we expect that from them, we must expect it from ourselves.

In 2025, we faced our own turning points, and we made choices with courage.

We stepped back from services we cared deeply about to enhance our impact on a national level. We invested in Kids Helpline, strengthened our digital capability, and showed up with clarity, even when it cost us.

That cost is real. It's personal. And we won't pretend it wasn't hard. But we did it together.

We moved forward alongside our supporters, our funders, our team members, and the community around us. We know that this work, especially the work of supporting children, young people, and families, isn't something any of us can do alone.

yourtown and Kids Helpline are living proof of that truth. It takes whole communities: mums and dads, government and corporate partners, counsellors and youth workers, other service providers, and employers who take a risk on a young person who just needs someone to believe in them.

And then there's our people — those who continue this work with us, those who moved on, and those impacted by difficult but necessary change. Their legacy carries us, and their impact endures. We go forward, not just because of what we've done but because of who has brought us this far.

Welcome to our 2025 story. It reflects a year of rawness, clarity, courage, and care.

We know what matters. We're clear on what's next. And we are moving forward, together.





a history of courage, connection, and change

For more than 60 years, **yourtown** has stood beside young people as they navigate life's toughest challenges. From the beginning, we believed every young person deserves a safe place to turn, a belief that gave rise to Kids Helpline and has since guided the growth of our services across employment, mental health, domestic and family violence, and parenting support.

We have grown from a small team with a big heart to a national organisation of **640 team members**, united by purpose and driven by values. Our history is not just a timeline of services delivered, but a testament to the courage of young people and the commitment of those who walk beside them.

> **"It takes a lot for [my child] to connect with people. One thing that really stood out to me was how Mark connected with him. He asked the right questions, said the right things, he let [my child] talk. You guys are doing a really good job, it's amazing!**
> - parent (MIND4Kids)

living our values every day

Our values are more than words; they guide how we work, support, and lead. They shape everyday decisions and remind us of what matters most.

This year, we created a Values Working Group to strengthen engagement and ensure our values stay relevant, visible, and lived across every part of **yourtown** and in everything we do.

Celebrating our values in action

Twice a year, we recognise team members who go above and beyond through our Lasallian Values and Excellence Awards. In addition to the individual values awards, our *Living the Mission Award* is presented to those who bring to life our values as a way of being.

This year, three outstanding team members were honoured for their leadership, collaboration, and care:

Jade Abel



Lily Luo



Vonny Mullins



They inspire others and remind us that our values aren't just what we believe in, but how we make a difference together.

Brother & Sister to All

We value each other and everyone we meet. Irrespective of their story so far.

Innovation & Resourcefulness

Just because something has always been done a certain way, doesn't mean it's the best way.

Perseverance in Service

We're constantly searching for new ways to solve familiar problems. We never give up

Professionalism

We stand for quality in all that we do. We believe in doing things well and taking pride in our work.

Faith & Zeal

We believe positivity is powerful and the enabler of great things.

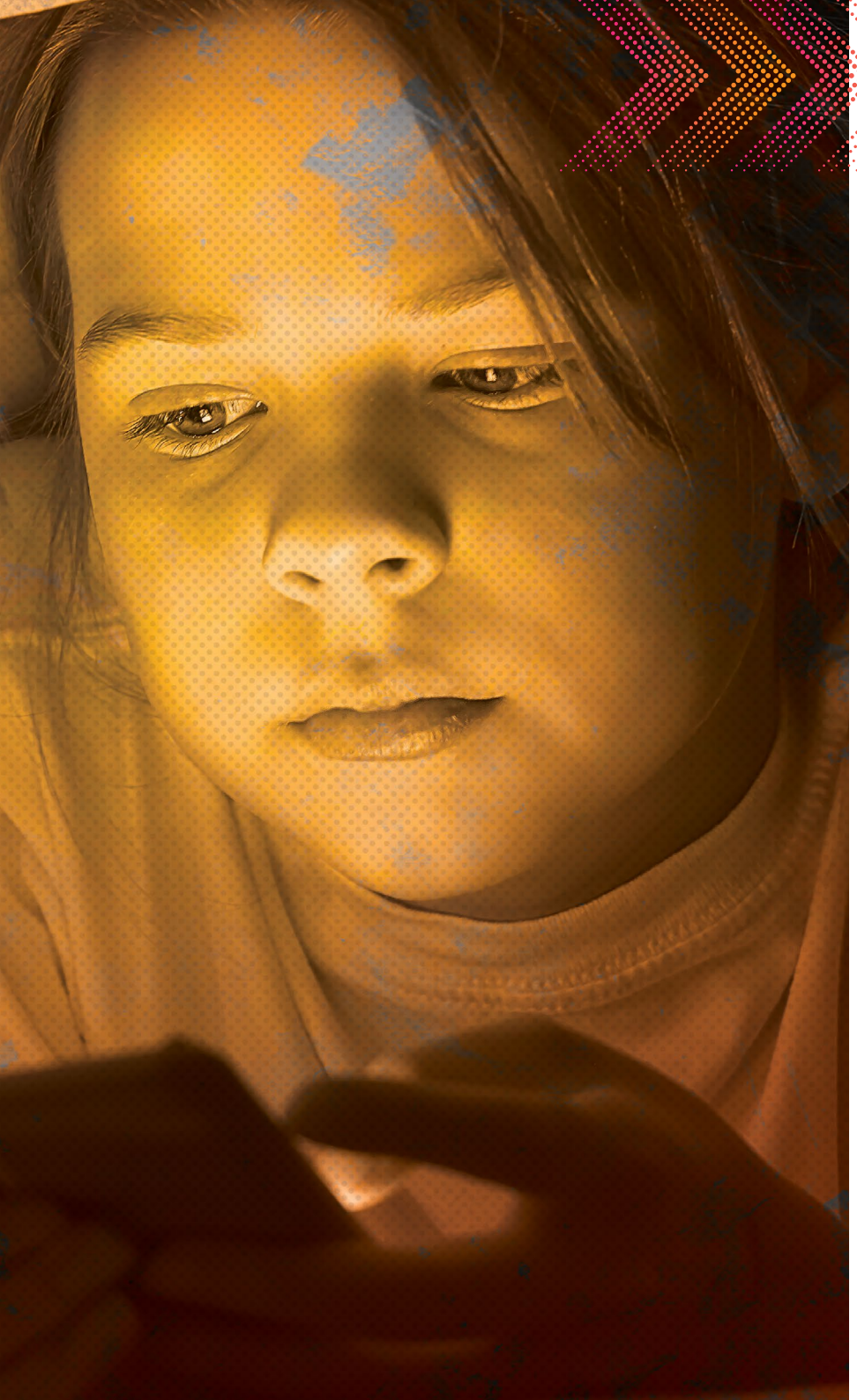
Courage

We lean into the uncomfortable, no settling for the status quo.



"yourtown takes the time to recognise and celebrate achievements and milestones.

- yourtown team member



2

our impact in numbers

Behind every number is a story of courage, connection, and hope. These figures reflect just some of the ways children, young people, and families found support with **yourtown** this year.

Parenting programs	**188 parents** and **258 children** found guidance, connection, and new ways to grow together.
Family services	**758 families** engaged with our services, building resilience, emotional wellbeing, and a stronger foundation for their futures
Residential services	**84 parents** and **127 children** found safety, stability and support through our domestic and family violence residences and intensive residential family support service.
Education and employment	**5,892 young people** participated in programs that helped them learn, train, and prepare for their future.
Kids Helpline	counsellors responded to **136,424 contacts** from children and young people and delivered **77,788 counselling sessions.**
Parentline	counsellors responded to **6,392 contacts** from parents and carers across Queensland and the Northern Territory and delivered **4,430 counselling sessions**.
My Circle	**3,122 new registrations** brought our online community to more than **23,500 young people**, with **168,473 total sessions** across the year.
Kids Helpline @ School	**929 schools** took part, reaching **66,129 primary schools**, **61,331 high schools**, and **18,711 parents**, **teachers**, and **community members**, through live and pre-recorded lessons.



Peter Ffrench
Chair



Tracy Adams
Chief Executive Officer

our chief executive officer and board chair report

As we reflect on the past year, we are proud of the resilience, innovation, and unwavering commitment that have defined 2024/25.

At **yourtown**, we believe it is essential to show up every day for young people, to journey with them, and ensure that we not only support them but that we create the means for them to be heard. To achieve this, we need to show up for each other, just as our community of support shows up for us, and despite a challenging environment marked by rising demand, evolving community needs, and challenges within our fundraising environment, showing up for each other remains a constant.

Our impact
Throughout the year, we supported thousands of young people through counselling, employment, education, and family services. Kids Helpline and Parentline remained at the heart of our virtual services, with our team responding to over **140,000 contacts** and reaching millions more through digital platforms and self-help resources. We strengthened our digital experience, piloting new technologies to improve service accessibility and efficiency, while maintaining the quality of care that defines our work.

Our employment and training programs continued to empower young people with skills and opportunities, with more than **6,000 young people** participating in programs that helped them learn, train, and prepare for their future.

Our domestic and family violence services provided critical support to those in crisis, and our parenting programs sought to support young parents, and their children get a great start in life. These achievements reflect not only the dedication of our team but also the trust placed in us by those we serve, our partners, donors, and the communities we are proud to be a part of.

Strategic progress
The strength of young people remains inspiring, but we are continuing to see increases year on year in 'duty of care' undertakings – where a young person is deemed to be at risk of imminent harm, and by the increasing numbers of presentations from young people who are without hope for the future.

It is this which necessitated us to challenge our strategic goals, despite seeing significant progress on strategic priorities, including digital transformation initiatives, and service innovation. As a result, we made difficult decisions to close several place-based services to expand our capacity within our virtual services.

These changes were difficult, especially for the dedicated teams impacted and the families and young people who benefited from their care. We are appreciative of the professionalism of our former team members in Northern Adelaide and Hobart who made a very real difference to those communities.

Giving voice
Providing opportunities for young people to have a voice and be heard continues be a key part of our mission and we were proud to launch our *Youth Engagement Strategy 2024-2026*, developed through nationwide consultations with young people.

One of the key initiatives over the year was our next iteration of *Your Voice*, which resulted in more than **4,000 young people** sharing insights on safety, mental health, education, cost of living, and inclusion. The *Your Voice* findings are already informing service design and advocacy, and young people are actively involved in a range of new initiatives underway.

Acknowledgements
We extend genuine thanks to all at team **yourtown**, your dedication in service to young people remains immense. We also acknowledge the ongoing support of government, corporate partners, and donors who enable us to sustain and grow our services.

We are especially thankful and humbled by the in memorial gifts received towards our work. To be considered at times such as those means a great deal to us.

Looking ahead
As we move into 2025/26, our focus remains on deepening engagement with young people, expanding digital capabilities, and advocating for systemic change to close the gap between demand and service capacity. We will continue to innovate, strengthen partnerships, and ensure that every child and young person has access to support when they need it.

We remain committed to building a future where every young person feels safe, supported, and empowered.



“At yourtown, we believe it is essential to show up every day for young people, to journey with them, and ensure that we not only support them but that we create the means for them to be heard.

- yourtown team member



kids helpline: there when it matters most

Every 90 seconds, a young person reaches out to Kids Helpline.

This year, we responded to **136,424 contacts**, up from 117,720 the previous year (15.8% increase) and delivered **77,788 counselling sessions**. Most of those moments of courage came outside business hours, with **71% between 5pm and 9am or on weekends**, when other services are closed, and young people often feel most alone.

How they connect

Counsellors answered:

67,979 calls (49.8%)

63,785 webchats (46.7%)

4,660 emails (3.5%)

* During the year, email transitioned from a primary intake channel to a communication tool to support clients already engaged with the service

Why they call

Young people contact us about a wide range of challenges:

1.	Emotional wellbeing	(20,253)
2.	Mental health concerns	(17,607)
3.	Family relationship issues	(12,916)
4.	Suicide-related concerns	(12,297)
5.	Peer and friendship challenges	(7,694)
6.	Self-injury/self-harm concerns	(6,451)

In 4,775 cases, counsellors had to take action to protect a child or young person from harm.

More than **70%** of these contacts related to suicidality **(40%)** or child abuse **(31%)**.

The weight of what they share

One of the most confronting realities is how many young people tell us they are thinking about suicide. Across 2024/25:

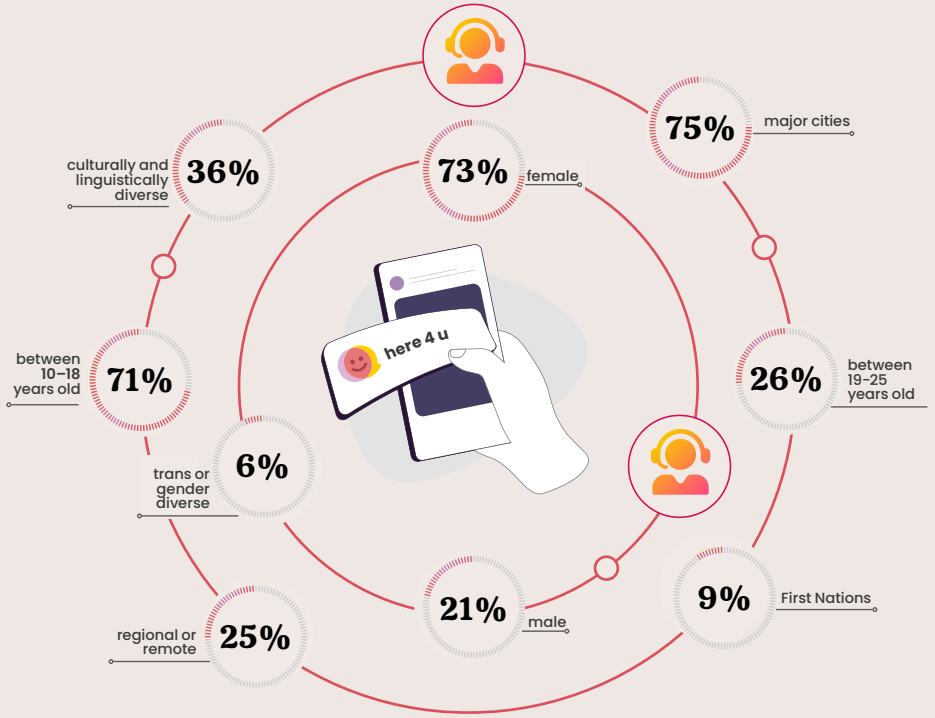
1 in 7 young people who contacted us expressed current thoughts of suicide

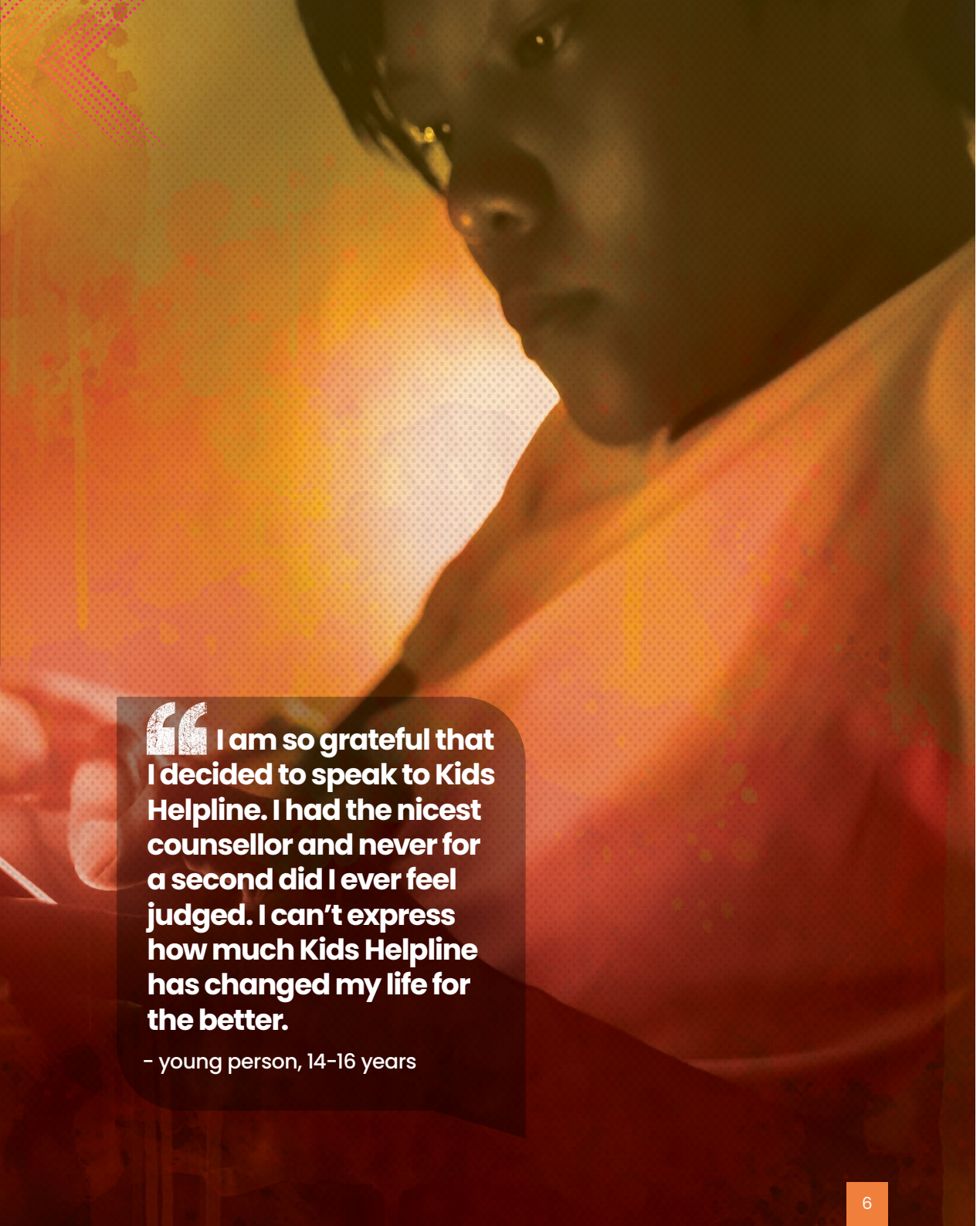
1 in 3 First Nations young people

1 in 4 trans and gender diverse young people

1 in 3 for young people in outer regional and remote areas

Who's reaching out





“I am so grateful that I decided to speak to Kids Helpline. I had the nicest counsellor and never for a second did I ever feel judged. I can’t express how much Kids Helpline has changed my life for the better.

- young person, 14-16 years

Charlotte’s Wish: everybody matters, every day

Our relationship with Mathew and Kelly O’Brien began in the most heartbreaking of circumstances. In September 2024, they honoured their daughter Charlotte’s life by inviting family and friends to support Kids Helpline in lieu of flowers at her funeral. It was an act of generosity born from profound loss and the beginning of a relationship grounded in care, courage, and a shared belief that everybody matters, every day. Twelve-year-old Charlotte ended her life after experiencing relentless bullying at school and online.

Her wish was simple and powerful: that her story be told to help end bullying for other young people. At the heart of that wish was Charlotte’s own message that every young person deserves to feel seen, valued, and safe, not just sometimes, but every day.

From those first gifts, Charlotte’s Wish grew into a focused commitment to fund bullying prevention resources for children and young people. Together, we’ve worked to ensure Charlotte’s story informs practical tools, education, and support, helping reinforce a simple but vital truth for young people reaching out for help: you matter today and always.

Looking ahead, we will continue to work closely with the O’Brien family as Charlotte’s Wish grows. Charlotte’s Wish Gala in August 2025 will be a significant milestone, raising vital funds for Kids Helpline, strengthening bullying prevention resources for young people, parents, and educators, and carrying Charlotte’s message forward — so more young people are reminded, through action and support, that, in Charlotte’s own words, ‘Everybody matters, everyday’.

“Charlotte was kind and caring beyond her years. The way we nourish our love for her is by following her wishes to raise awareness about bullying.”

– Charlotte’s mum, Kelly

5

Bullying support through Dolly's Dream

Every day, children and teens reach out because bullying has pushed them to the edge of what they can carry alone.

Dolly's Dream and Kids Helpline stand with them, offering a safe place to talk, be heard, and feel supported. By calling **13 DOLLY,** young people and families connect with a qualified counsellor who understands the impact of bullying and helps them find a way forward.

This dedicated Bullying Support Line operates seven days a week, with phone and webchat options to suit whatever feels safest in the moment.

Together, Dolly's Dream and Kids Helpline are giving young people courage, connection, and practical support when they need it most.

Dolly's Dream

kids helpline @ school: creating connection through education

For thousands of young people, the classroom is where they first learn it's okay to ask for help. During the year, Kids Helpline @ School (KAS) continued to bring counsellors directly into schools, through live virtual sessions and flexible resources that turn everyday lessons into powerful conversations about wellbeing, resilience, respect, and how to navigate life's challenges.

Reaching more young people than ever

This year, **929 schools** took part in the program, engaging:

- **66,129** primary school students
- **61,331** high school students
- **18,711** parents, teachers, and community members

From remote towns to inner-city suburbs, KAS created a shared space where young people could learn about emotional regulation, respectful relationships, cyberbullying, and help-seeking.

Thanks to the support of the Bupa Foundation, the program remains free for schools and continues to grow in scale and impact.

Australia's largest anti-bullying lesson

One of the year's most powerful moments came on Friday, 16 August, during *Bullying. No Way! Week*, when KAS hosted the country's first-ever Largest Anti-Bullying Lesson. In a single live-streamed session, **26,120 high school students** and **217 educators** registered from every state and territory to talk about recognising bullying, building resilience, and seeking help.

The feedback was resounding: schools praised its accessibility and impact, students said they learned practical strategies they could use straight away, and teachers asked how to make it a regular part of the curriculum.

Building on success

The success of this event showed just how much young people want and need these conversations and resources. It also inspired the next step: extending the anti-bullying lesson to primary schools in 2025, ensuring that younger children are equipped with the tools to recognise harm, stand up for themselves and others, and know where to turn for support.





“What I found helpful was how I could stand up for someone in multiple ways and how to prevent those types of scenarios from happening. Another thing I found helpful was knowing what all the types of cyber bullying are.

– student, NSW

6

my circle: 10 years on

This year marked 10 years of My Circle, now one of Australia's largest online peer-to-peer communities with more than **23,500 young people** registered. What began as a small pilot has become a safe, responsive space where young people connect, share experiences, and support one another.

To deepen engagement, we launched the Wellbeing Warriors Program, training **35 members** to welcome peers, offer support, and co-design the community. This peer-led model builds mental health literacy, strengthens resilience, and creates a sustainable ecosystem of care.

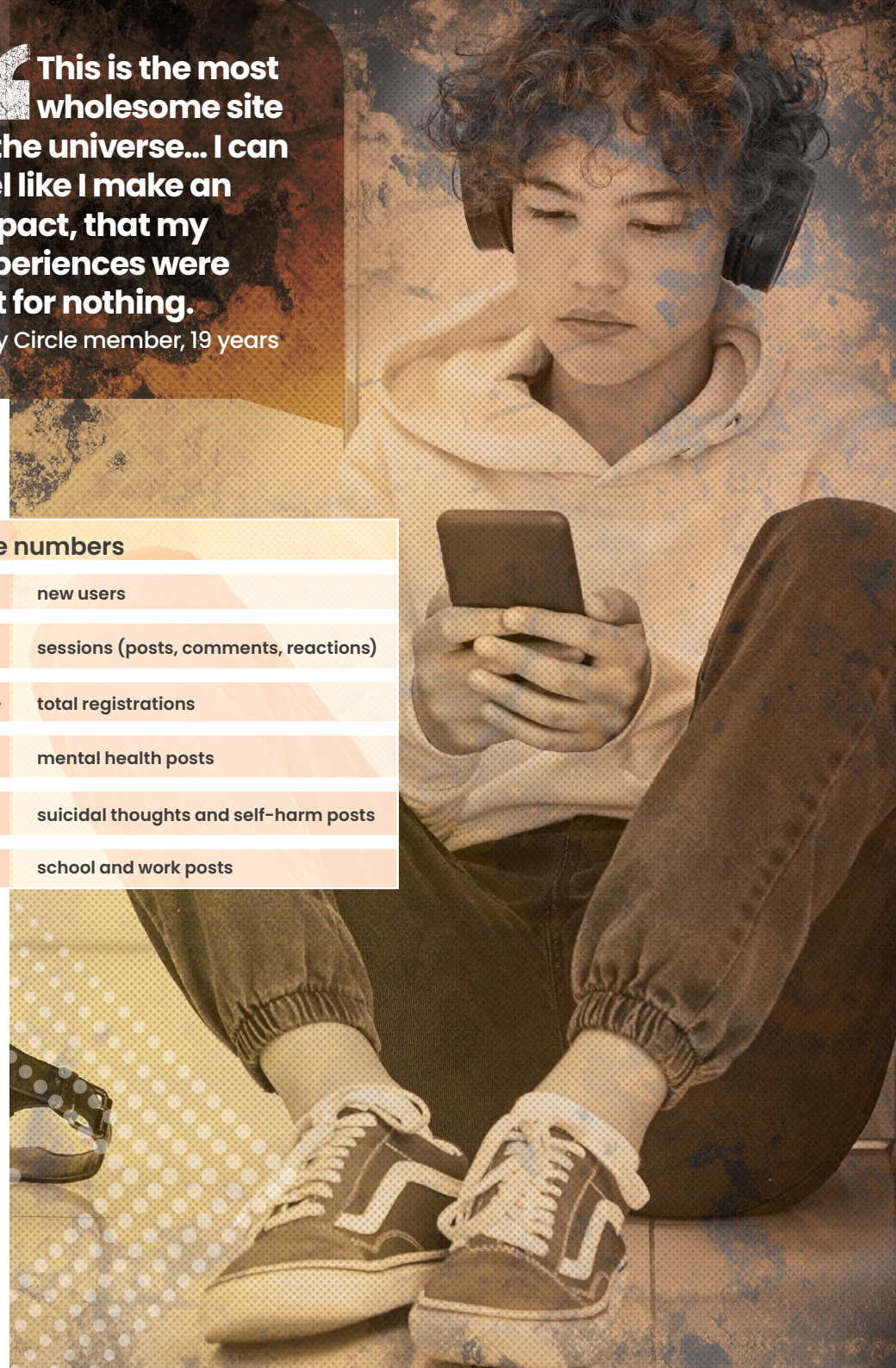
In 2024/25, engagement reached record highs. Mental health posts rose by **81%** and conversations about suicidal thoughts and self-harm nearly doubled, highlighting My Circle's role as a trusted space for vulnerability and support. Young people are also turning to the platform to make sense of global events, disability and health challenges, identity, and belonging.

"My Circle has helped me so much to find my identity and improve my mental health. Everyone on here is incredibly supportive and kind towards me even when I am falling apart... even in the short time I've been using My Circle I have improved so much.

– Trans and Gender Diverse member, 12 years

"This is the most wholesome site in the universe... I can feel like I make an impact, that my experiences were not for nothing.

– My Circle member, 19 years

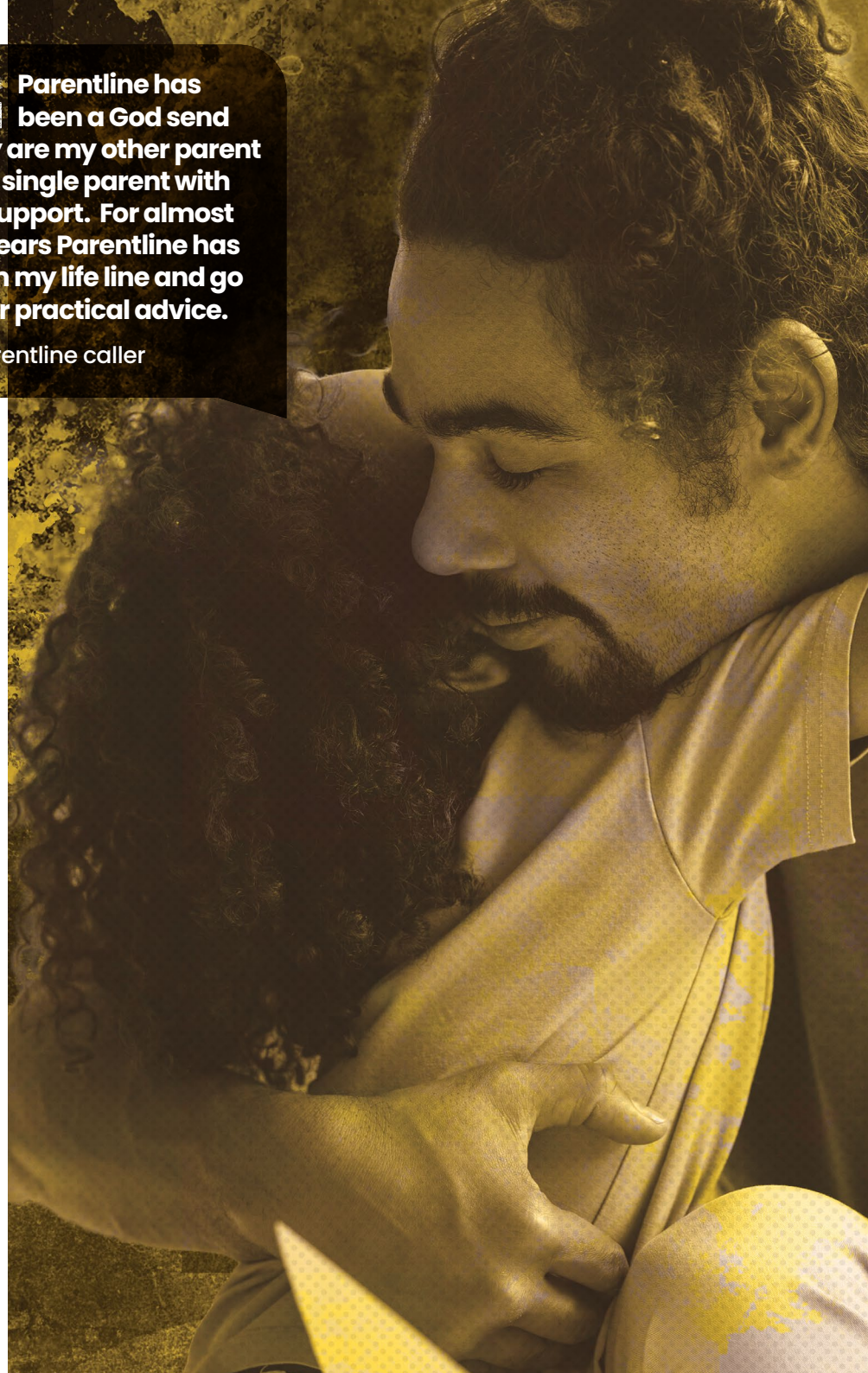


by the numbers

3,122	new users
168,473	sessions (posts, comments, reactions)
23,500+	total registrations
8,954	mental health posts
6,682	suicidal thoughts and self-harm posts
2,231	school and work posts

parentline: listening, supporting, and strengthening families

> **Parentline has been a God send they are my other parent as a single parent with no support. For almost 20 years Parentline has been my life line and go to for practical advice.**
>
> – Parentline caller



For nearly three decades, Parentline has been a steady, trusted voice for parents and carers across Queensland and the Northern Territory. We offer connection, perspective, and practical support when the challenges of raising children feel overwhelming.

This year, Parentline responded to **6,392 telephone** and **online contacts**. Of these, **4,430** (**70%**) involved counselling sessions providing in-depth therapeutic support to families. Behind these numbers are stories of parents seeking to understand their child's behaviour, needing guidance around co-parenting or family conflict, or struggling with mental health issues. Some call in moments of crisis, others just need someone who'll listen without judgment.

Why parents reached out

The most common concern was the parent–child relationship (**14%**), followed by child mental and emotional health (**9.1%**), parent mental and emotional health (**9%**), challenging behaviour and discipline (**8.1%**), and parenting role and self-concept (**7.5%**). These reflect the complexity of family life and the courage it takes to ask for help.

Who we supported

Most counselling contacts involved children aged 0–4 (**52%**), followed by 10–14 (**20%**) and 5–9 (**14%**). Parents aged 30–49 made up the largest group reaching out for help. The service also supported diverse families, including First Nations people (**5%**) and those from culturally and linguistically diverse communities (**29%**), continuing Parentline's long-standing commitment to inclusion and accessibility for all families.

1.	parent-child relationship	(618)
2.	child mental & emotional health	(402)
3.	parent mental & emotional health	(398)
4.	challenging behaviour & discipline	(358)
5.	parenting role & self-concept	(332)
6.	parent relationships	(279)

social enterprises: 25 years of work, training, and futures

January 2025 marked 25 years of **yourtown** Social Enterprises. From our beginnings with a small group of young people building fences for social housing in Logan in 2000, the program grew into one of Australia's longest-running and most impactful social enterprises. Over the years, we have expanded across four states, delivered more than **7.5 million** hours of on-the-job training, and supported over **4,000** young people to take their first steps into work, training, and brighter futures.

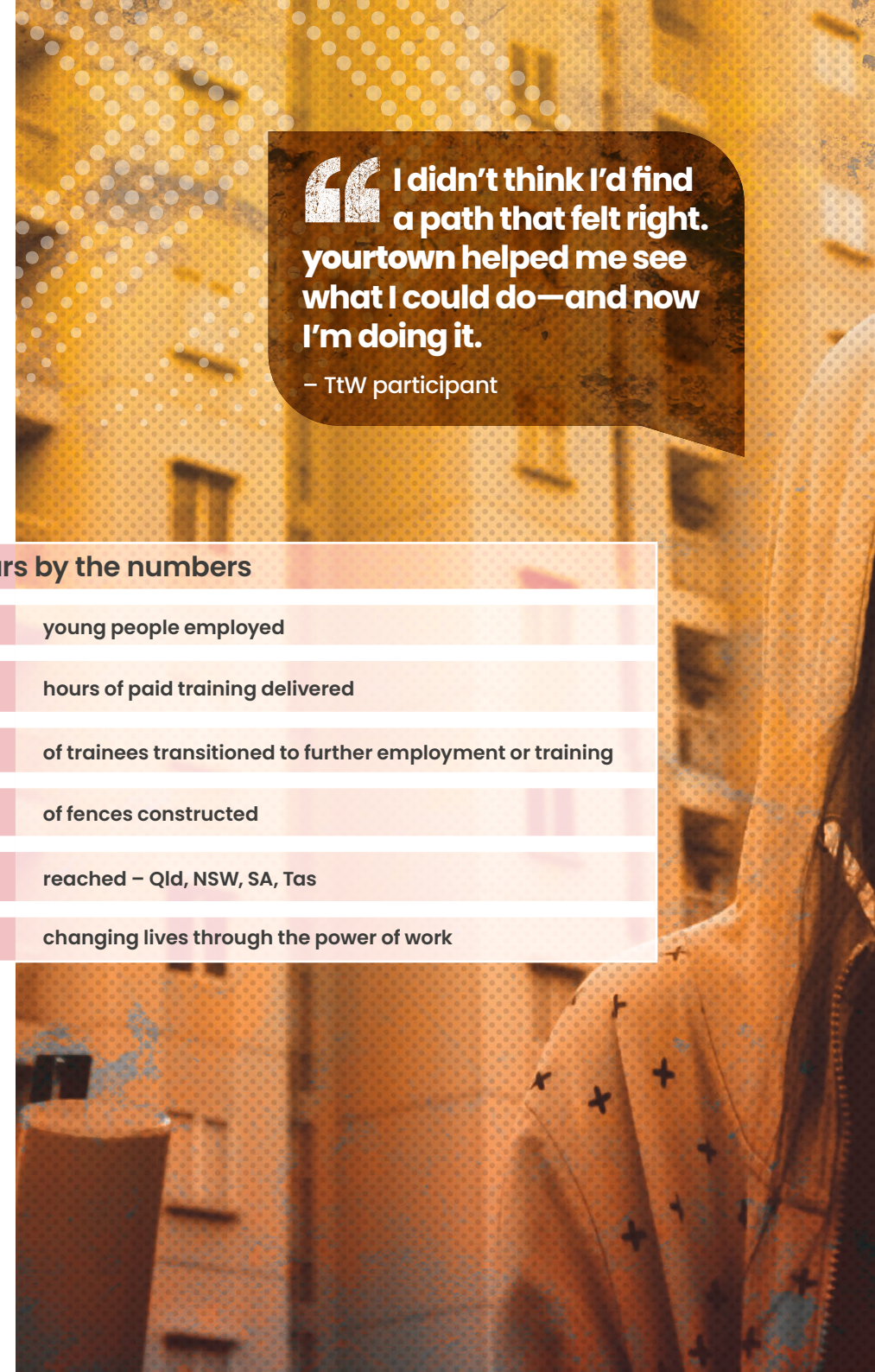
Our work spans a range of industries and skillsets. We've constructed more than 400 kilometres of fencing, a legacy that began with our very first contract in Logan, and contributed to community projects, including social housing construction, flood recovery, graffiti removal, and events management. At the same time, we've expanded into new industries like digital marketing, giving young people the skills and experience to succeed in a modern workforce.

Our success rate tells its own story, with **84%** of participants moving into further employment or training. But beyond the numbers, Social Enterprises have given young people the chance to build self-belief, discover their skills, and feel the support of a team behind them.

At the end of June, we farewelled our Social Enterprises in Tasmania and Northern Adelaide. While changing funding and market conditions meant these sites could no longer continue under **yourtown**, we were fortunate that our Tasmanian service transitioned to Loreto Community Housing (part of CatholicCare Tasmania). They welcomed three of our team members and all the young trainees into their program, ensuring continuity of support and opportunity.

Looking ahead, our focus is on strengthening and expanding Social Enterprises in Southeast Queensland and Western Sydney, growing our customer base, creating more work opportunities, and continuing to change lives through the power of employment.

This year, Social Enterprises supported **126 young people** with real work, wages, and the training to move forward in their lives.



> **"I didn't think I'd find a path that felt right. yourtown helped me see what I could do—and now I'm doing it.**
>
> – TtW participant

25 years by the numbers

4,000+	**young people employed**
7.5 million+	**hours of paid training delivered**
84%	**of trainees transitioned to further employment or training**
400 km+	**of fences constructed**
4 states	**reached – Qld, NSW, SA, Tas**
25 years	**changing lives through the power of work**



employment services:
opening pathways for young people

Finding a first job or re-entering the workforce can be daunting for young people, especially when they face barriers such as limited education, lack of experience, or personal challenges. Our employment services walk alongside young people, building their confidence, skills, and opportunities to take the next step.

Transition to Work (TtW)

Transition to Work (TtW) continued to be one of **yourtown's** strongest performing services and a key contributor to our overall impact. Across our six sites (Kingston, Browns Plains, Upper Mt Gravatt, Pialba, Bundaberg, and Kingaroy), the program supported **4,364 young people** in building skills, confidence, and a clear sense of direction for their future.

Employment changes lives. Through paid work placements, industry exposure, and one-on-one coaching, TtW helped young people develop real-world experience and long-term career pathways. This year, **1,405 young people** moved into work and **602 transitioned** into further education, proof that with the right support, opportunity becomes transformation.

Get Back in the Game (GBIG)

Get Back in the Game (GBIG) provided a vital re-entry point for **952 young people** who needed a fresh start. Many faced significant barriers to employment, yet through short, intensive engagements, they gained practical job-readiness skills and renewed motivation. The program helped **170 young people** into work, showing what is possible when the right support comes at the right time.

Skilling Queenslanders for Work (SQW)

Skilling Queenslanders for Work (SQW) supported **576 young people** through a blend of vocational training and social inclusion activities. This year, **197 participants** moved into jobs, and **50** entered further education. Projects such as landscaping and digital marketing showcased the creativity and commitment of young people while also strengthening local communities.

Together, these programs demonstrate the power of early intervention, hands-on experience, and community collaboration. By meeting young people where they are, we help them gain the skills, confidence, and opportunities they need to build a brighter future.

10

residential services: standing strong for families

For two decades, our domestic and family violence services have stood beside families as they move from crisis to safety and on towards independence. In 2024/25, our domestic and family violence services and intensive residential family support service provided safety, stability, dignity, and hope to **84 parents** and **127 children.**

As the housing crisis intensifies, our programs are becoming increasingly vital. They provide families with safety, stability, and the chance to move forward from crisis. As demand grows, we remain committed to expanding our reach through advocacy, partnerships, and innovation.

Domestic and family violence refuge

This year, we marked 20 years of our domestic and family violence refuge, a milestone that honoured the courage of every family who has walked through its doors and the dedication of our frontline teams. In 2024/25, **29 parents** and **48 children** found not only shelter, but the support needed to begin again.

The refuge offers more than a roof; it offers a place of safety and strength where families can begin to rebuild their lives through trauma-informed care, transitional housing pathways, and guidance through legal, health, and social systems.

We also strengthened our advocacy, calling for children and young people impacted by violence to be recognised as individuals in their own right, with their safety and voices at the centre of national reform.





Transitional housing

This year, our transitional housing services in Queensland and New South Wales supported **21 parents** and **38 children** as they rebuilt their lives after domestic and family violence. Each service provided more than housing: it offered a foundation of stability, therapeutic care, and practical support so families could step into safer futures with dignity.

We know this work is not ours alone. Through partnerships with organisations like RizeUp, StandByU, and the St Vincent de Paul Society (SVDP), we extended our reach and impact, ensuring families had access to wraparound support that included safety planning, home setup, and connection to community.

These collaborations helped us respond more holistically to the complex needs of families recovering from violence and strengthened the long-term sustainability of our services.

In May, the Queensland team was recognised during Domestic and Family Violence Prevention Month for their commitment to safety, advocacy, and empowerment.

Dubois Place

In Western Sydney, Dubois Place supported **15 parents** and **26 children** this year. Opened in late 2022, it quickly became a place of safety and renewal for families navigating the impacts of violence. On 30 June 2025, Dubois Place transitioned to a new delivery model in partnership with the St Vincent de Paul Society (SVDP). **yourtown** retains ownership of the property while SVDP now leads service delivery, embedding Dubois Place into the NSW domestic and family violence funding framework.

This strategic collaboration secures long-term sustainability and expands access for families in need.

When compassion meets action

For a decade, RizeUp has walked beside our domestic and family violence services, transforming empty houses into homes filled with warmth and possibility. RizeUp's contribution is now valued at almost **$1 million** in pro bono support.

RizeUp CEO Nicolle Edwards said the relationship works because both teams share the same heart for community.

"Every bed made, every space furnished, every opportunity created represents a victim-survivor beginning again with agency and hope," she said.

RizeUp sources everything needed for a home, from beds and kitchen appliances to toys and soft furnishings, even food for the pantry. Every detail is thoughtfully tailored to each family's unique needs, so when they turn the key, it feels warm, loved, and ready.



However, their impact doesn't end there, because recovery is about so much more than having a roof over their heads. RizeUp also helps break down those critical financial, educational, and wellbeing barriers that prevent families from moving forward.

Nicolle recalls one young girl who arrived at our refuge quiet and withdrawn. Through a photography course sponsored by RizeUp, she was given a camera and the skills to explore and record her world.

"Through that lens, she started to see herself differently. She found her voice, her confidence, and her sense of belonging. She's not just taking photos — she's capturing possibility and stepping into a future she finally believes she belongs in."

Together, we show what's possible when compassion meets action, and when community journeys alongside families rebuilding their lives.

As Nicolle said, "Change doesn't happen in isolation. It takes a village — and together, we're that village."

San Miguel Family Centre

San Miguel Family Centre provides an intensive residential family support program for young parents, with a specialist focus on family preservation and restoration. This year, the centre supported **34 parents** and **41 children**, offering tailored case management, therapeutic support, parenting coaching, and child development activities. Families also accessed counselling, life skills development, and connections to health, legal, and specialist services, supported by a dedicated multidisciplinary team.

San Miguel continues to be a vital refuge for families facing housing insecurity and complex challenges, creating safe and nurturing environments where parents can build skills, strengthen bonds with their children, and move towards independence.

> **"Through that lens, she started to see herself differently. She found her voice, her confidence, and her sense of belonging. She's not just taking photos — she's capturing possibility and stepping into a future she finally believes she belongs in.**
> – Nicolle Edwards, RizeUp CEO



“I needed to come to San Miguel so that I could be a better mum and get my [act] together cause I want my kids to have a better life than I did.

- young mum, San Miguel

family services: supporting families, strengthening communities

> **My daughter has been listened to and respected & feels better equipped with strategies to deal with her big feelings and challenging situations. Thankful for the Starfish Workers excellent communication and working holistically including with the entire household.**
> - parent (Starfish)

During the year, our community programs supported children and families to grow, connect, and thrive. Each program met families where they were, offering practical help and encouragement during challenging times.

Starfish (Family Mental Health Support Service)

270 families received early support that built resilience, strengthened emotional wellbeing, and created a stronger foundation for children's futures.

Communities for Children, Deception Bay

306 families participated in parenting and early childhood programs, and 226 community members joined local events that fostered connection and belonging.

Mind4Kids

92 children accessed tailored psychological therapies and wraparound support through this PHN-funded initiative.

Psychosocial Support Services

70 families received non-clinical support to navigate challenges and improve wellbeing.

Care Plus

20 children and **families** with complex needs were supported through coordinated, recovery-focused care.

Together, these programs highlight our commitment to creating safe, inclusive, and thriving communities where every child has the opportunity to flourish.

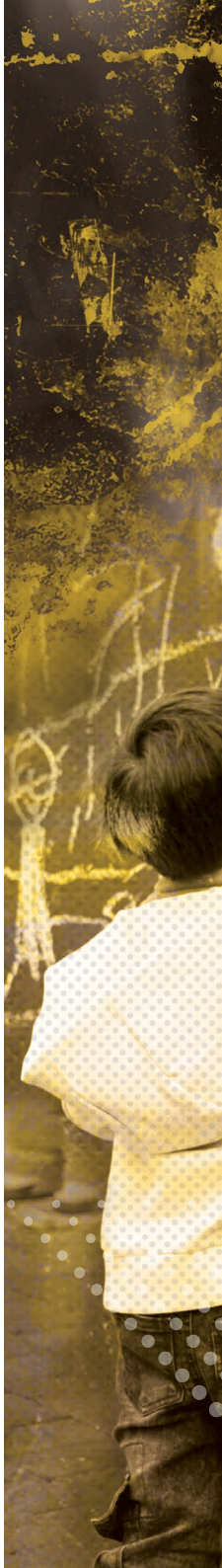
Supporting young families

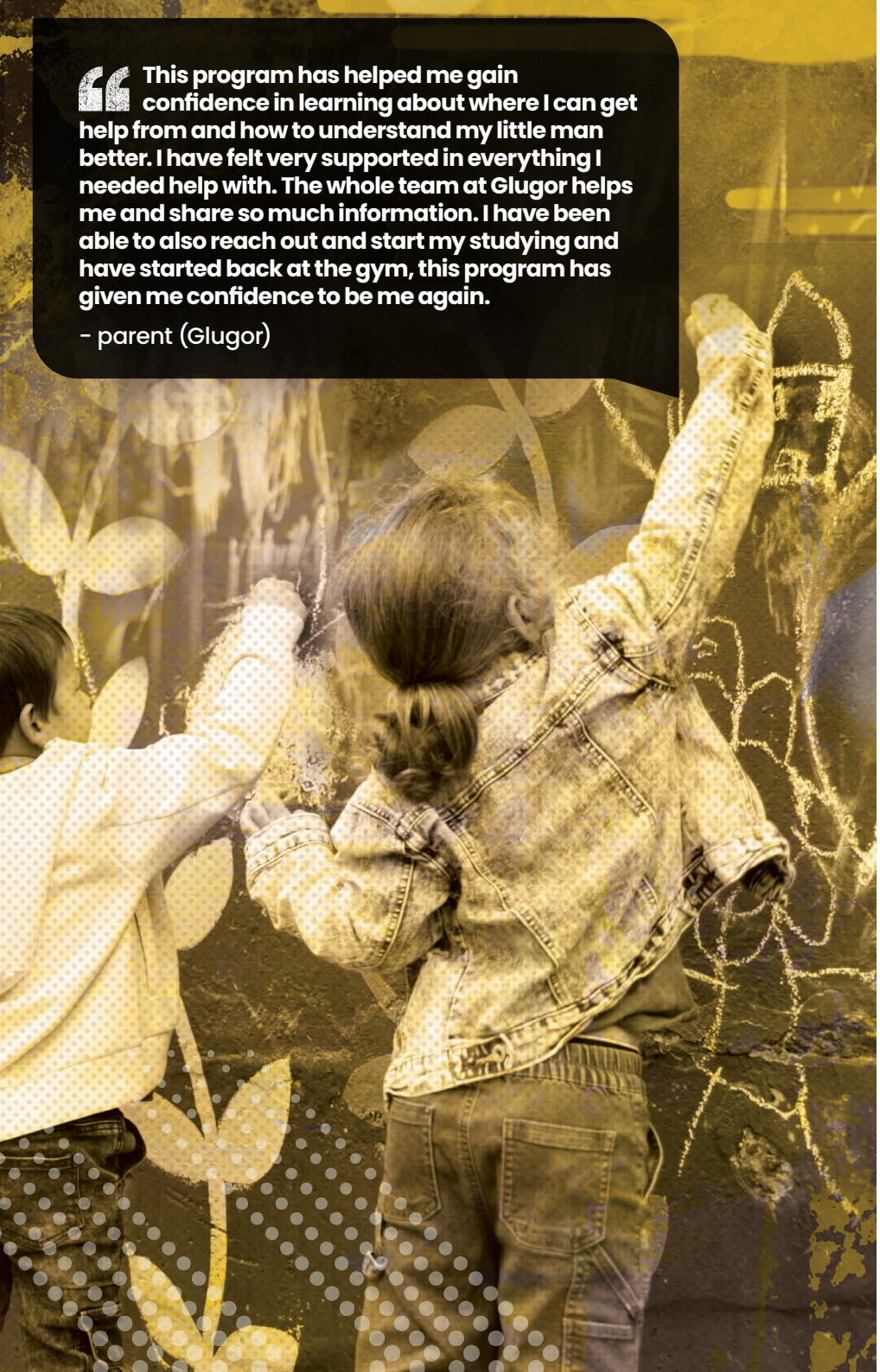
Young parents often face additional pressures as they juggle caring for their children with challenges around housing, relationships, education, and community connection. Without the right support, these pressures can feel overwhelming.

Our Young Parents Programs at Glugor and Penrose provide safe and supportive environments where families can find stability and encouragement. This year, Glugor supported **31 parents** and **42 children**, while Penrose supported **45 parents** and **42 children**.

Both programs offer practical parenting support, child development activities, life skills, and health and wellbeing initiatives. Families also received tailored case management, therapeutic counselling, and access to specialist services. These supports help young parents build confidence, strengthen relationships, and create safe, nurturing homes for their children.

In Northern Adelaide, the Early Childhood Development Program supported **42 parents** and **45 children** during the year, helping children reach key milestones and empowering parents in their caregiving roles. While we concluded this service in June, we honour the dedication of our team and families and remain proud of the program's legacy in strengthening futures for children and parents in the region.





> **This program has helped me gain confidence in learning about where I can get help from and how to understand my little man better. I have felt very supported in everything I needed help with. The whole team at Glugor helps me and share so much information. I have been able to also reach out and start my studying and have started back at the gym, this program has given me confidence to be me again.**
>
> - parent (Glugor)



A legacy of hope

Don Barton's life was built on service, compassion, and a belief that every family deserves the chance to thrive.

Born in Shanghai in 1934 and raised in Australia and England, Don grew up with a strong sense of duty and faith. He served for 22 years in the British Army, travelling through Kenya, Cyprus, Yemen and Malaysia, where he met Ann. Together, they raised four children and made a home wherever they went.

After settling in Brisbane, Don supported small businesses with IT help and volunteered his skills to churches and charities. Along with a close friend, Don raised the money to build the local Anglican church, where he and Ann became longstanding members. Ann volunteered with **yourtown** and saw many young parents struggling without the support they needed.

In 1996, they made a remarkable gift, donating a home and block of land that created Glugor, our first Young Parents Program. Glugor became a warm, welcoming place where young parents could build confidence, strengthen their connection with their children, and access pathways to education, training, and work.

Their impact grew even further. Their son, Andrew, joined Kids Helpline as a counsellor that same year, later helping to launch the world's first public web counselling service for young people.

When zoning changes threatened Glugor in 2004, Don and Ann stepped in again, funding its move to Deception Bay. The program flourished and later expanded to Port Pirie, supporting even more families.

Ann passed away in 2012, and Don continued to give generously of his time and care until his peaceful passing in 2025. Their kindness lives on in every family who has walked through Glugor's door.

yourtown is profoundly grateful for the Barton family's legacy of compassion, generosity, and hope.

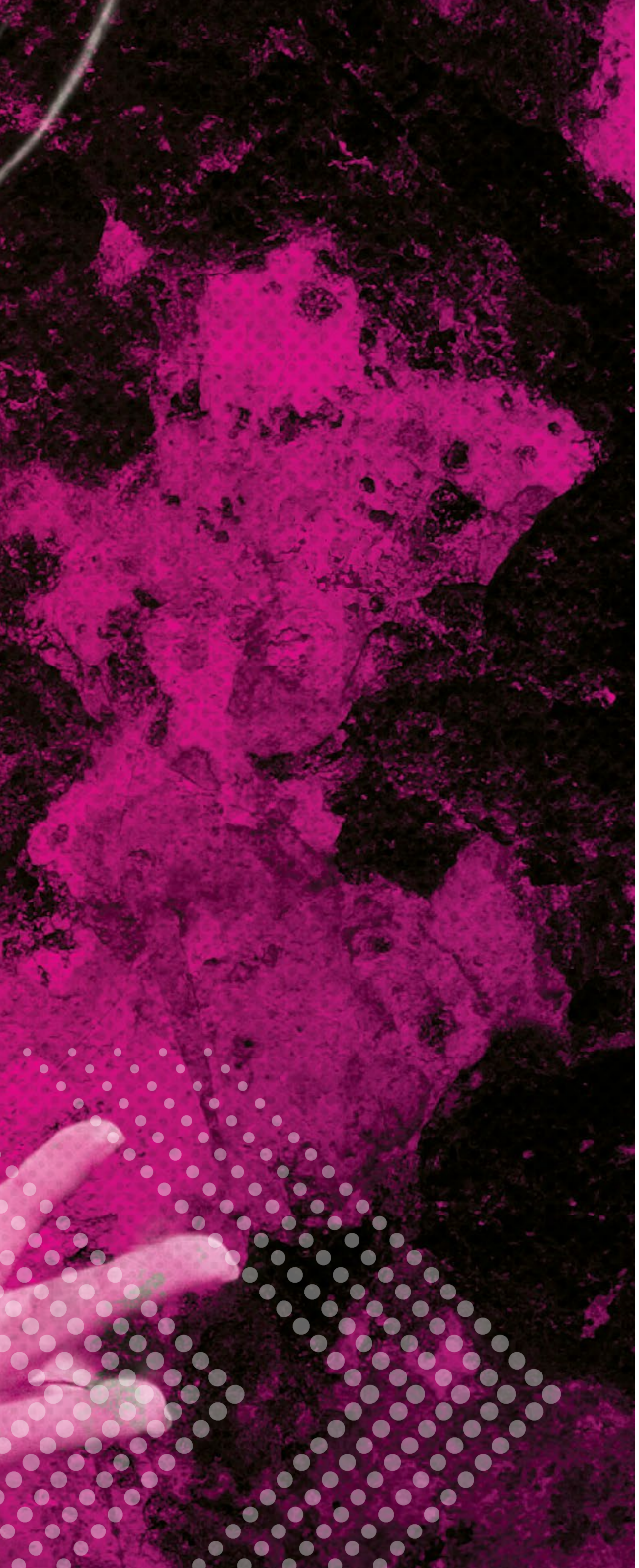
What's in a name?

The name 'Glugor' comes from the name of a native tree of Malaysia, the Asam Gelugur tree. Don and Ann chose this name in homage to Ann's parents, who lived in Malaysia. The Asam Gelugor tree has many medicinal purposes, including the traditional use of its leaves and fruit in the treatment of women after childbirth.



“Being able to work with like minded young people from all around Australia has been such a liberating experience. Getting the opportunity to actually work on solutions for the big issues young people are facing right now has been inspiring. It has been too easy lately to feel disempowered and hopeless when we are surrounded by a constant stream of disheartening news so it was wonderful to actually collaborate and come up with some solutions.

- youth network participant



12

youth engagement: powering change

Young people are not just service users at **yourtown**. They're active collaborators, leaders, and changemakers shaping the future of our organisation.

In October 2024, we launched our *Youth Engagement Strategy 2024-2026*, developed through nationwide consultations with young people. The strategy sets out how young people can contribute to governance, service design, advocacy, and organisational development. Built on inclusivity, respectful collaboration, and safe spaces, it ensures young people's voices are integral to everything we do. This commitment was recognised with the *Award for Youth Participation* at the 2024 Queensland Child Protection Week Awards.

One of the standout achievements of the strategy has been creating and rapidly growing the Youth Network, hosted by **yourtown**. Since its launch in November 2024, **more than 90 young people** aged 15–25 have joined from across Australia, bringing diverse perspectives and lived experience. Together, members are co-designing campaigns, advising on advocacy priorities, providing feedback on local, state, and national issues, shaping resources, and contributing to decision-making through steering committees, subcommittees, and interview panels. The network is continually co-designed to make sure it reflects the needs of its members, and has already influenced service design, strengthened partnerships, and embedded youth voice across **yourtown**.

To support our people in embedding these practices across programs and teams, we developed the *Youth Engagement Toolkit,* which includes templates, guidelines, and practical tools for engaging young people in meaningful ways.

To recognise outstanding practice from our people, we introduced the *Youth Engagement Excellence Award* in September 2024. This new award celebrates individuals and teams who demonstrate leadership in youth-led collaboration, enhance youth voice, or create opportunities for young people to shape **yourtown's** work. The award has already inspired new initiatives and strengthened cross-team learning.

Our flagship engagement initiative, *Your Voice 2025*, also entered its next stage this year. During the reporting period, **4,212 young people** completed the national survey, sharing insights on safety, mental health, education, cost of living, and inclusion. The *Your Voice* findings are already informing service design and advocacy.

Over the past five years, initiatives such as advisory groups, the Pride Art Show, and the *I am Enough* poetry book have highlighted the creativity and leadership of young people. As we move forward, our shift from 'participation' to youth engagement reflects our commitment to reciprocal relationships—where young people and **yourtown** grow together, side-by-side.

13

qwibbl: a decade of youth-led innovation in mental health

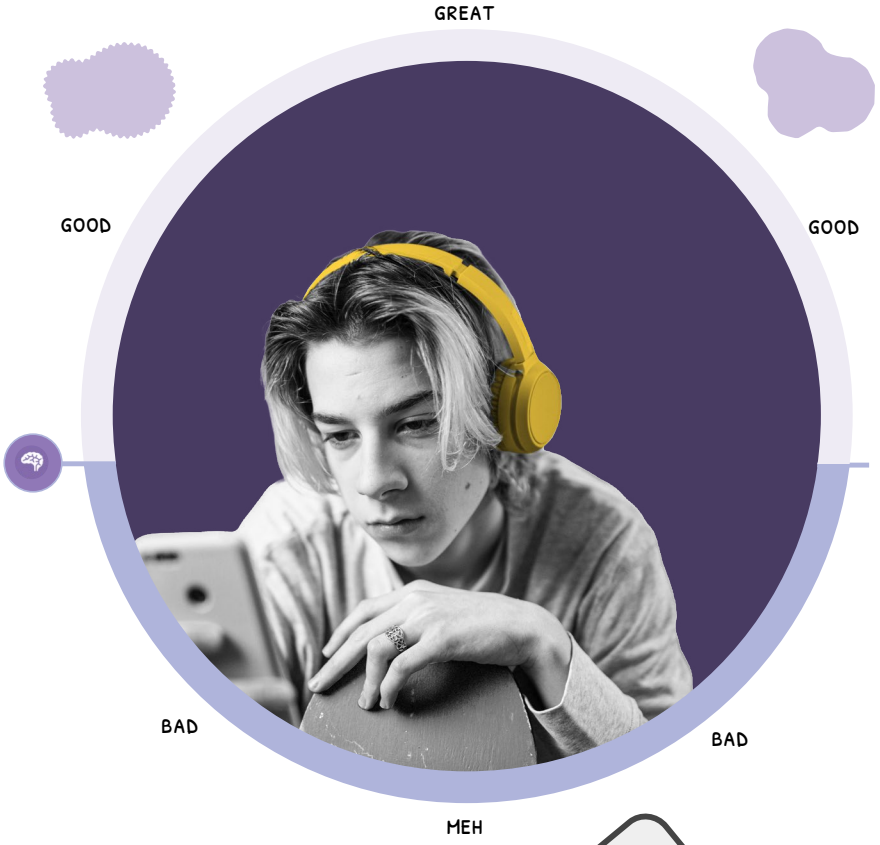
During the year, we proudly progressed the redevelopment of our mental health and wellbeing app, Qwibbl, co-designed with young people to meet them where they're at. This milestone marks more than a decade since we began developing the original Niggle app and reflects our ongoing commitment to youth voice, choice, and agency.

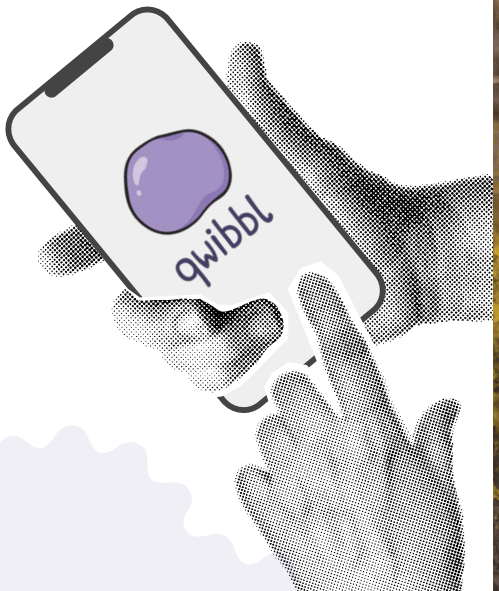
Qwibbl empowers young people to explore their emotions, understand what's driving them, and access evidence-informed strategies for self-care. Its name, chosen by young people, symbolises the playful, relatable, and empowering experience it offers.

What makes Qwibbl unique is its co-design process. Young people have been central to every decision: from functionality to language, visuals, and tone, ensuring the app resonates with their lived experiences.

We are grateful to the Telstra Foundation, whose $250,000 grant made this redevelopment possible. Their support, together with the insight and leadership of young people, has created a tool that strengthens both individual wellbeing and our broader ecosystem of youth services.

As we prepare to launch Qwibbl later in 2025, we celebrate the journey, the partnerships, and most importantly, the young people who shaped it — and we look forward to the impact it will create.









14

farewelling services, honouring impact

In 2024/25, **yourtown** made a number of key strategic decisions, which resulted in the closure of programs and services in Northern Adelaide, Tasmania, and New South Wales. Additionally, we were not successful in securing funding to continue the ongoing delivery of ParentsNext in Port Pirie. While these transitions were difficult, they reflect our commitment to long-term sustainability and lasting impact.

From 2018, our ParentsNext teams in Port Pirie and Northern Adelaide supported **more than 600 parents**, often providing the only source of connection in isolated communities. Despite our strong track record and deep community ties, our bid to deliver the replacement Parent Pathways program was unsuccessful. This outcome was deeply disappointing and resulted in the closure of these services to families in 2024.

At the end of June 2025, we also concluded our Early Childhood Development Program, Flexible Learning Options, and Social Enterprises in Northern Adelaide. For 20 years, we provided services that created lasting outcomes for children and families experiencing intergenerational disadvantage. Saying farewell to our team members, trainees, and families marked the end of an important chapter in our history.

In June, after six years of supporting young people, we ceased our Social Enterprise operations in Tasmania. We transitioned the service to Loreto Community Housing, part of CatholicCare Tasmania, ensuring continuity of support for young people. This handover reflects a strong legacy of impact, partnerships, and community connection.

The legacy of these services lives on in the children, young people, and families they supported.

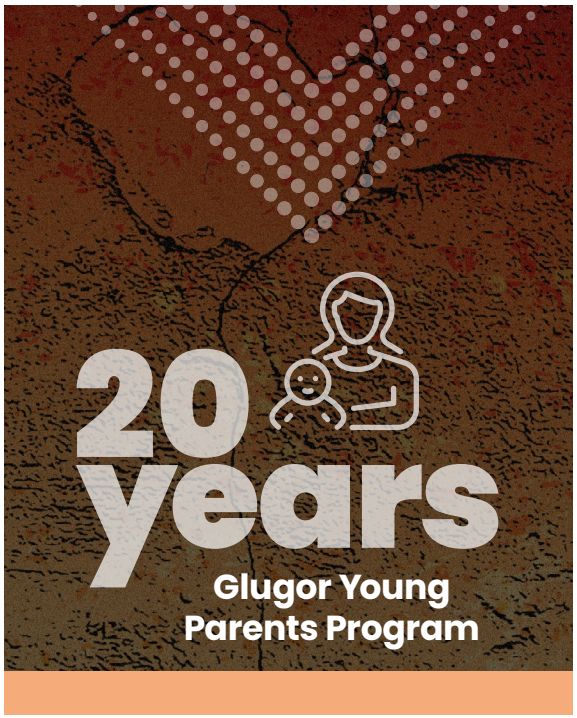
15 milestones that matter

This year, we celebrated four major milestones across **yourtown** services. Each one is a testament to the vision of those who came before us, and to the young people, families, and communities who continue to shape what comes next.



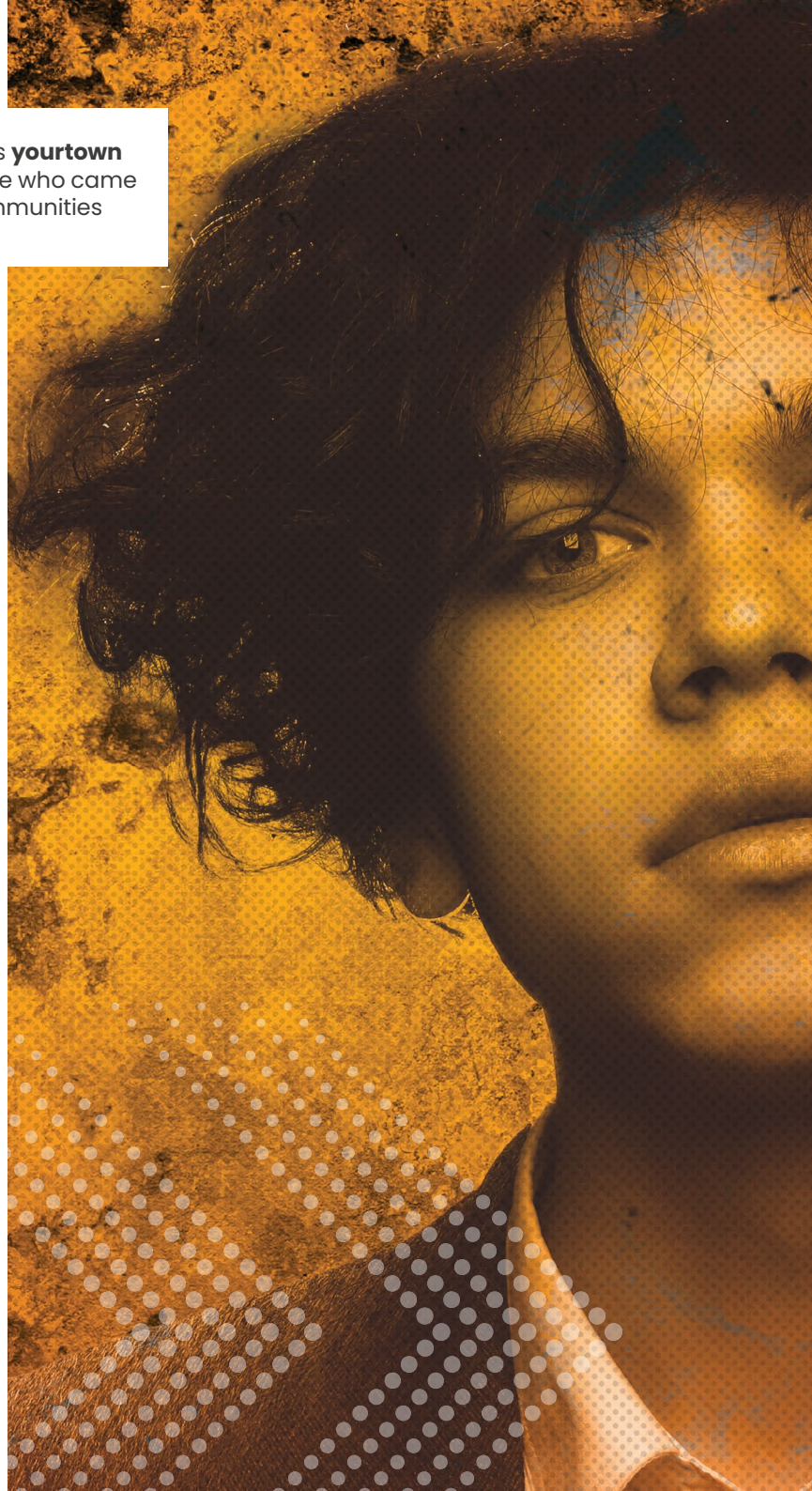
January 2000–2025

From a single contract in Logan building fences for social housing, Social Enterprises grew into a national model of "work as therapy." Over 25 years, **more than 4,000 young people** have been employed and over 7.5 million hours of paid training delivered. While we farewelled our Tasmanian and Northern Adelaide services this year, the legacy remains in the skills, confidence, and futures created.

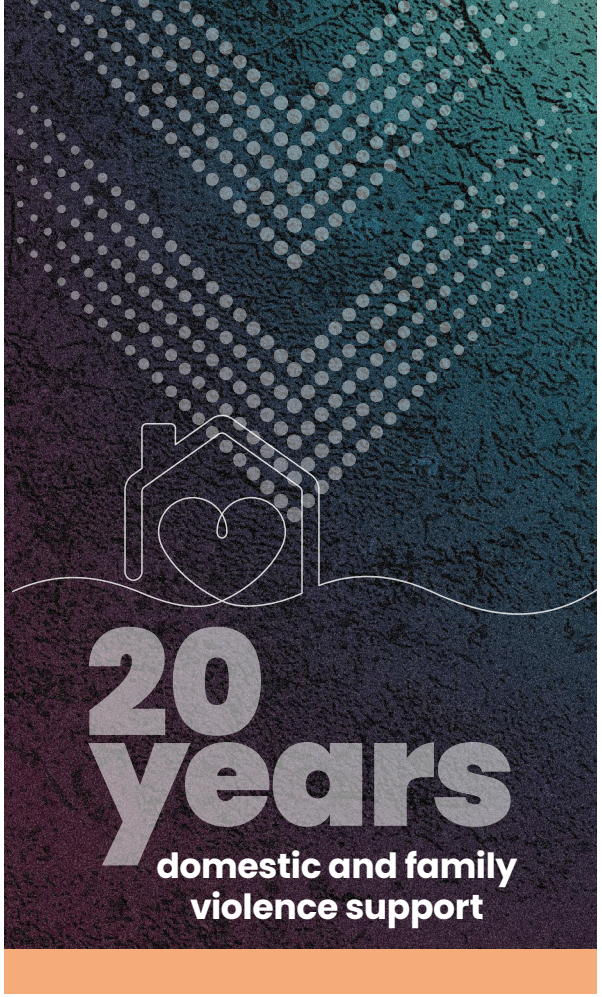


October 2004–2024

Glugor began in Logan in 2004 as a program for young mothers and later expanded to Deception Bay, where a purpose-built facility now supports young parents and their children. For two decades, the program has offered a safe environment where families can build strong foundations for the future.







November 2004-2024

Since opening in 2004, our refuge has provided specialist support for mothers and children experiencing domestic and family violence. For 20 years, it has been a place of safety and recovery, offering practical assistance and emotional support so families can rebuild their lives free from violence.



September 2014-2024

What began in **2014** as a time-limited psychoeducational program has grown into a thriving online peer support community. Today, My Circle has **more than 23,500 registrations** and continues to provide young people with safe, responsive, and empowering spaces to connect, share, and support one another.

Together, these milestones speak to our history, impact, and our commitment to helping people and families move forward from here.

16

cyber program: building resilience and driving innovation

What began as a program to patch legacy systems has evolved into a whole-of-organisation uplift in cyber security and digital capability, designed not just to protect, but to empower.

Laying stronger foundations

We knew our people, data, and mission deserved better than ageing technology and systems. So, we rebuilt from the ground up, delivering stronger networks, smarter protections around sensitive information, introducing stronger checks to stop unusual activity, and creating secure backup systems so we can keep operating if something goes wrong. These changes, guided by national best-practice standards, are setting us up for long-term resilience, confidence, and cyber maturity.

Enhancing everyday work

The difference is being felt in daily work. By October 2025, all **yourtown** laptops will run Windows 11, giving team members faster, easier, smarter, and more secure tools. We're also upgrading the laptops used by young people in our face-to-face programs, giving them a more modern, reliable, and user-friendly experience to support their learning and participation.

Small but thoughtful changes are helping too. To protect sensitive information and our systems, portable USB storage devices can no longer be plugged directly into work computers, reducing the risk of malware infection and information leaving the organisation without permission. These changes are practical, visible, and designed to make daily work easier and safer.

Partnering for progress

Working alongside CyberCX gave us the insight to focus where it mattered most. Their discovery work shaped our roadmap, while our rollout of the Microsoft Contact Centre at Kids Helpline and Parentline showed how technology can directly improve lives by giving counsellors better tools to respond, and young people a clearer, faster connection when they need it most.

> **"It is a privilege to support the incredible and invaluable work of yourtown. We are proud to be their Cyber Security Corporate Partner and bring to life our mission of protecting and defending the communities in which we live and work.**
>
> -John Paitardis, CyberCX CEO





Using AI responsibly

We also took deliberate steps into artificial intelligence, approving Microsoft Copilot as our trusted tool. Counsellors are already using it to help summarise Kids Helpline and Parentline counselling sessions, saving time for what matters most: listening and responding. Clear guardrails protect privacy and set the standard for responsible AI practice as its use expands across the organisation.

Protecting what matters

New safeguards, like labels that prevent sensitive documents from being shared by mistake and systems that stop passwords and other credentials and data from being sent by email, are making safe practices part of everyday work. All of these changes were supported by clear communication and training, so our people feel confident, not constrained.

Taken together, these initiatives show how cyber security at **yourtown** is no longer just about defence. It's about creating trust, building resilience, and opening the door to innovation that helps us do what we do best—support children, young people, and families.

Forward from here

But our work doesn't stop here. As we move into the new year, we remain committed to pushing boundaries, solving problems, and delivering smarter, safer, and more connected experiences for our people and the communities we serve.

We're exploring new frontiers in intelligent support, including the rollout of an AI-powered service desk assistant to make it quicker and easier for team members to get the help they need. We're also expanding our Microsoft Contact Centre, integrating webchat to create a seamless experience for counsellors and young people across both voice and digital channels.

Our cyber security journey continues with a focus on spotting threats before they happen, strengthening data protections, and building infrastructure that is resilient for the long-term. These efforts are not just about technology; they're about building trust, protecting privacy, and giving our workforce the tools to do their best work.

Innovation, collaboration, and a deep commitment to service will shape the year ahead. We're excited about what's next and ready to keep building.

17

our people: a year of purpose, progress, and participation

This year, we focused on creating safer, fairer, and more connected workplaces, where wellbeing is nurtured, voices are heard, and values are lived. It was a year of collaboration and care, laying strong foundations for where we go next.

Building trust and compliance

We commenced a major program of work that will reshape how we align with modern frameworks and obligations. Our Contemporary Industrial Relations Program isn't just about meeting legislative requirements; it's about fairness, transparency, and trust. From contract reviews to gaining a deeper understanding and visibility of our modern ways of working, the program puts people first while ensuring compliance, creating the foundations for our people systems of the future.

Investing in future-ready people systems

We commenced work on one of our most significant people projects to date, the implementation of our new Human Capital Management system, UKG Ready. Going live in 2026, UKG Ready will replace our existing people management systems, bringing payroll, recruitment, learning, rostering, and performance together in one streamlined, user-friendly platform.

More than a technology upgrade, this is about creating a seamless experience for our people, reducing administrative burdens, and freeing team members to focus on what matters most—their work with children, young people, and communities. By investing in modern systems, we are building the foundations for a workplace that is simpler, smarter, and ready for the future.

Fairness and respect at work

In early 2025, we launched our Fairness and Respect at Work Policy, setting a new standard for how we show up for each other. Backed by the yourTeam: Fairness and Respect at Work learning pathway, team members explored their rights, responsibilities, and the culture we're building together. Leaders received tailored resources to support conversations, sparking reflection across **yourtown**. This work reinforced our shared commitment to safe, respectful, and inclusive workplaces.

Supporting wellbeing

This year, we introduced the Wellbeing Pulse Survey, a quarterly check-in to better understand how our people are experiencing work at **yourtown**. Three surveys were held during the year, in October 2024, February 2025, and May 2025, as part of our broader Employee Insights Program.

The surveys focus on how well supported and psychologically safe our people feel, and where we can do more together, to strengthen wellbeing.

Feedback doesn't just sit in reports—it informs local action plans, shapes new initiatives, and ensures leaders have real-time insight into what matters most to our people.

By listening regularly and acting on what we hear, we're building a culture where wellbeing is not an add-on, but something we live every day. This pulse check will continue to guide how we support, include, and care for our people.

> **"Feeling the work you do is meaningful and makes a difference really matters.**
> - yourtown team member



> **Knowing that we are contributing to something that is impactful and important helps to get me through.**
> - yourtown team member

> **I value the work we do at yourtown, and I want to be part of this.**
> - yourtown team member

Celebrating inclusion and belonging

At **yourtown**, inclusion isn't marked by a single day or event; it's woven into who we are. Each year, we come together to celebrate moments that reflect the rich diversity of our team and the children, young people, and families we support. Whether it's cultural traditions, awareness days, or community celebrations, these occasions remind us that every story, every background, and every identity adds to the strength of our community.

For us, inclusion means more than recognising differences. It means creating spaces where people feel safe to bring their whole selves, knowing they will be respected and valued. It's about celebrating what makes us unique, while also recognising what unites us.

This is reflected not only in what we celebrate, but in how we listen and act. The 2023/24 *Workplace Equality and Gender Audit* (WEGA) results, reinforced our focus on gender equity and inclusive practices. In parallel, the *Inclusive Workplace Engagement Audit* (IWEA) gave team members the chance to share their perspectives, helping shape future strategies to strengthen belonging across our organisation.

This year, we co-designed the *First Australians Work Engagement* (FAWE) framework, promoting cultural safety and inclusive HR practices.

Virtual workshops and leader briefings helped embed the framework across **yourtown**, ensuring our commitment to First Nations team members and communities is practical, visible, and enduring.

By honouring events such as Harmony Week, Wear it Purple Day, NAIDOC Week, Reconciliation Action Week, Diwali, and many others, we affirm our commitment to building a workplace and services where belonging is real, and where diversity is not only welcomed but embraced.

Together, we are stronger, kinder, and more connected.

Building knowledge and connection

During the year, we hosted 20 Lunch and Learn sessions, designed to foster continuous learning, cultural awareness, and cross-team connection. These sessions brought together team members from across the organisation to explore topics that matter, from digital transformation and wellbeing to youth engagement and service spotlights.

A particular highlight was our cultural learning series, which deepened our understanding of Aboriginal and Torres Strait Islander protocols, Aboriginal traditional lore, and traditional fire and land management. These sessions reinforced the importance of cultural respect, truth-telling, and reconciliation in our everyday work.

Supporting ongoing learning and development

yourtown is committed to creating a learning culture, and over the period 1 July 2024 through to 30 June 2025, **yourtown** supported the onboarding of new team members while continuing to support our current team members to build upon their existing knowledge and skills. This focus on continuous development ensures **yourtown** team members have the right skills at the right time to deliver exceptional services to young people, our supporters, and the community.

Over the period 1 July 2024 through to 30 June 2025, **yourtown:**

- Delivered two rounds of **yourtown's** educational assistance program and awarded educational assistance to **11** team members who were undertaking studies relevant to their work at **yourtown**.
- Delivered over **30** hours of targeted onboarding and orientation to **73 client-facing new starters** at **yourtown** aimed at supporting better outcomes for young people, our supporters, and the community.
- Launched new Occupational Violence and Aggression training to **246 client-facing team members** via a full-day face-to-face workshop, ensuring that all team members have the knowledge and skills to keep themselves, clients, and colleagues safe in escalated situations.
- Commenced the delivery of the **yourtown** Practice Framework and Personal Wellbeing Index capability uplift for client-facing team members ensuring consistent practice and client experience across all services in support of our 'no wrong door' policy.

Our learning journey continues to build upon the exceptional knowledge and skills of our team members, ensuring that everyone has the opportunity to grow and develop at **yourtown** to deliver exceptional services to those we serve.

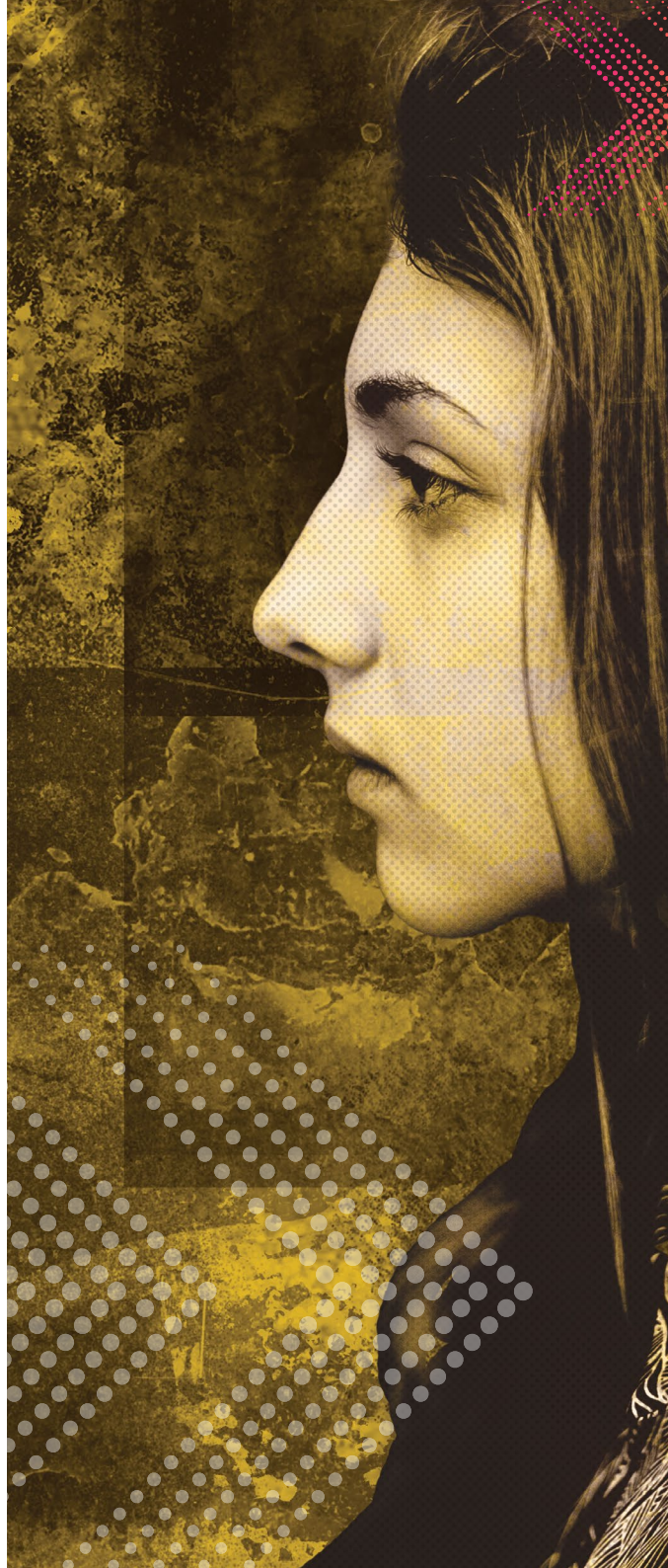
The story in our numbers

Behind every number is a person bringing their skills, stories, and strengths:

- **640 team members** across **24 sites**, each one unique, valued, and vital.
- **71.5%** female workforce, with nearly **74% of managers** identifying as women.
- **55.5%** of promotions went to women, reflecting our commitment to equity in action.
- **30** people took parental leave, with **83%** returning, a testament to our supportive culture.
- Median tenure: **3.42** years overall, **4.62** years at Virtual Services, showing that when work is meaningful, people stay.
- Flexible work is now the norm, not the exception.
- Turnover at **27%** (**16.7%** unexpected)—a challenge we measure not just to report, but to learn and improve.

Forward from here

This year reminded us that culture is not built once but lived every day. We will continue creating workplaces where fairness, safety, wellbeing, and inclusion are not policies on paper, but the lived experience of every person who chooses to work with us.



18

corporate & community partnerships: stronger together

We've learned lasting change happens when people come together with shared purpose. That's why we build strong partnerships with businesses, community organisations, families, and individuals, each with their unique strengths, resources, and expertise and who share our vision for children and young people. When we combine our efforts, we can accomplish so much more than any of us could alone.

Our corporate partners

Bupa Foundation

Principal Partner – Kids Helpline

Our shared purpose with the Bupa Foundation is to improve mental health outcomes for children and young people.

The Bupa Foundation proudly supports Kids Helpline @ School, which helps more than **150,000 students** build resilience, wellbeing, and emotional literacy every year.

With their support, we launched Australia's Largest Anti-Bullying Lesson in August 2024. More than **60,000 high school students** participated and gained awareness, empathy, and practical strategies to create more inclusive and respectful school communities.

The Foundation also supports systemic advocacy through initiatives like *Your Voice*, which engaged more than **5,000 young people** nationwide to shape reform across safety, education, and mental health.

CyberCX

Strategic Partner – Security

CyberCX shares our vision of forging safer, more secure communities for children and young people across Australia.

They help keep **yourtown** safe so that we, in turn, can keep children, young people, supporters, and team members' data safe. Their generous support powers our Security Operations Centre and strengthens our resilience against evolving cyber threats.

And beyond the technology, CyberCX are leaders in the national conversation on cyber risks facing Australian for-purpose organisations, standing by us as we navigate a rapidly changing digital world.

MinterEllison.

Probono Partner

Our long-standing partnership with MinterEllison reflects a shared belief in fairness and justice.

As one of Australia's largest law firms, they provide **yourtown** with strategic advice on complex issues regarding corporate governance, risk, and compliance, while also offering significant pro bono support to women and children escaping domestic and family violence.

This partnership ensures we can respond to complex challenges with confidence, while always keeping children, young people, and families at the centre of our work.

We are proud to walk alongside partners who bring courage, compassion, and expertise to create a better future for children and young people.

Our community supporters

Joining forces with Telstra to answer the call

The stockings were hung, and the lights were twinkling. This year, we teamed up with Telstra to spread festive cheer to families across Australia.

Telstra's Free Calls to Santa has become a much-loved holiday tradition. Kids of all ages could call Santa from any of Telstra's 14,000+ payphones by dialling #HO HO HO (#46 46 46). For every call made between 14–15 December, Telstra donated one dollar to Kids Helpline.

Children and young people loved chatting with Santa, knowing they were also helping other kids doing it tough.

A huge thank you to everyone who called Santa. **Thanks to that support, the Telstra Foundation donated $50,000 to Kids Helpline.**



Telstra's free calls to Santa

Cubbyhouse Canteen

When sisters Bec and Narelle Thompson started their small business, they put community, kindness, and connection at the centre of everything they do. That's why Cubbyhouse Canteen has become such a valued supporter of Kids Helpline. With every sale of their famous gingerbread cookies, a percentage goes to Kids Helpline, turning a sweet treat into mental health support for children and young people. You can find their treats in Woolworths and Coles Express across Victoria.

Cubbyhouse Canteen's generosity was featured on A Current Affair



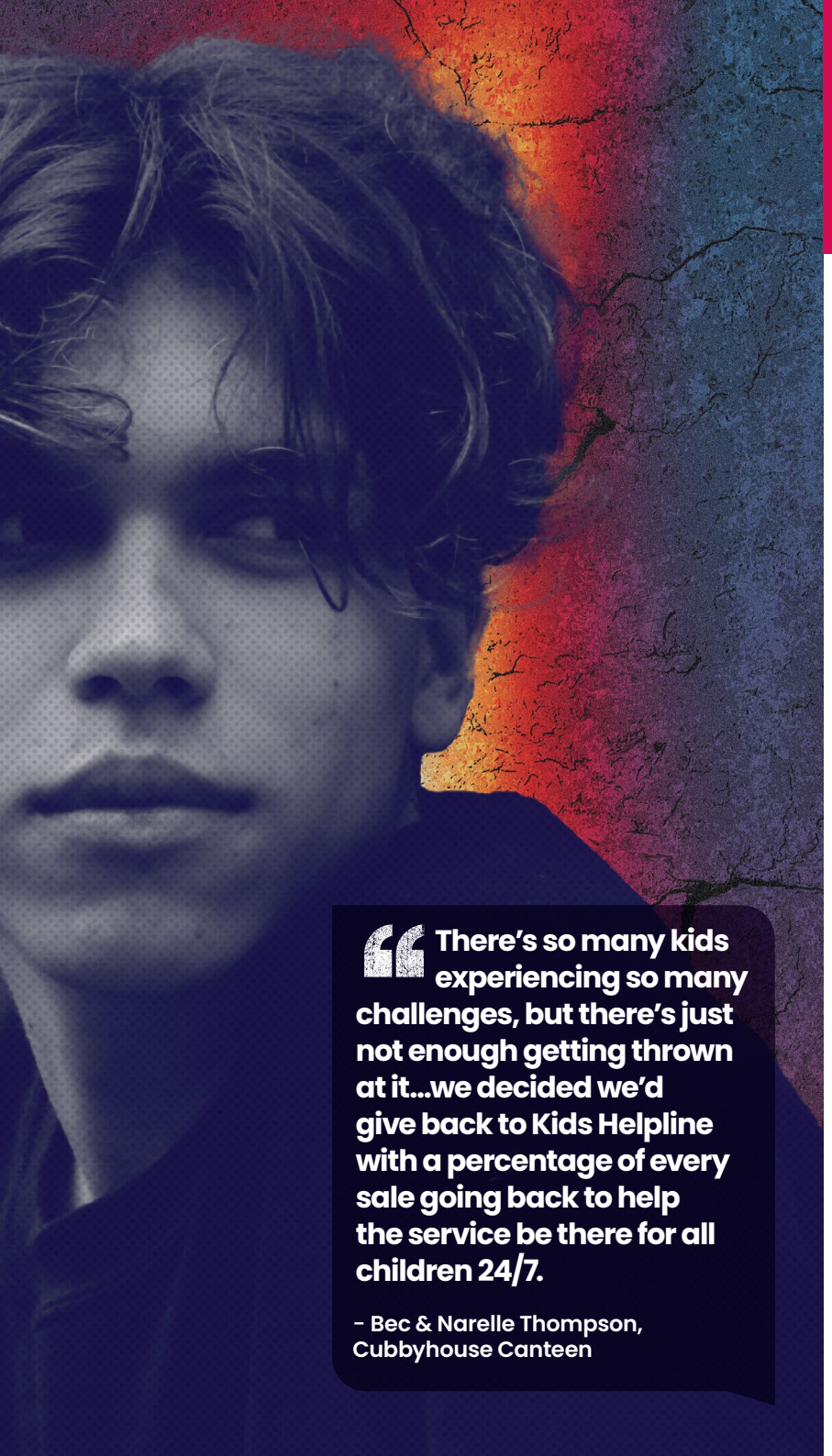
Cubbyhouse Canteen

Wishes by Travel and Leisure

The Wishes by Travel and Leisure team showed us what's possible when a community rallies together. In the first half of 2025, they raised $30,000 for Kids Helpline through creative fundraising. From their clever 'dollar on check out' initiative to activities with Club Wyndham owners, members, and partners, their generosity means Kids Helpline can answer hundreds more life-saving calls and webchats.



Wishes by Travel and Leisure team



> **There's so many kids experiencing so many challenges, but there's just not enough getting thrown at it...we decided we'd give back to Kids Helpline with a percentage of every sale going back to help the service be there for all children 24/7.**
>
> – Bec & Narelle Thompson, Cubbyhouse Canteen

We achieve so much more when we come together around a shared purpose. If you'd like to explore partnering with yourtown, we'd love to hear from you.

Law Society of South Australia

We are proud that Kids Helpline was selected as the Law Society of South Australia's Charity Partner for 2025. Law Society President Marissa Mackie chose us after seeing firsthand how our counsellors supported her own child through bullying at school.



Law Society

> **We spoke about how helpful it had been in navigating issues that they did not feel comfortable or felt ashamed talking to me about, and in supporting them through thoughts in the middle of the night when I was asleep. I am indebted to [Kids Helpline] for helping my child through some dark days, as it does with children every day.**
>
> – Marissa Mackie, Law Society President

TheirCare

The support from TheirCare is about more than donations—it's also about teaching the next generation the power of giving back.



TheirCare

This outside-school care provider runs a simple but brilliant system: every term, children earn stickers for good deeds, and when their communal poster is filled, TheirCare donates $50 to charity. Kids Helpline has become the most popular choice, with children raising thousands of dollars while learning about mental health, kindness, and where to turn when they need help.

Philanthropic community

Behind so much of our impact are individual donors, families, trusts, and foundations – many of whom wish to remain anonymous. They understand that some of the biggest challenges young people face require sustained, thoughtful support. We're deeply grateful for their generosity and the trust they place in our work.

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advocacy and government relations

Your Voice shaping the future

In February 2024, we relaunched *Your Voice*, our first national youth survey since 2021. Designed in collaboration with young people, it was more than a questionnaire; it was an opportunity to capture their lived experiences and share what matters most to them with decision-makers.

Over **4,200 young people** aged 12–25 across Australia took part, sharing their perspectives on mental and physical health, education and employment, cost of living, safety, inclusion, and the importance of being heard. Their insights are now guiding our work with government and helping us advocate for the issues that directly affect their futures.

We thank every young person who trusted us with their concerns and ideas. *Your Voice* will continue to influence not only our advocacy, but how we partner with government to create better outcomes for young people.

Putting families at the centre

Throughout the year, we engaged regularly with government representatives to share the realities facing children, young people, and families we support. A strong focus was placed on our family services, including San Miguel and Glugor Young Parents Program. These programs, built on trauma-informed and integrated practice, are gaining attention across jurisdictions for their innovative approach to keeping families together and strengthening futures.

> **“Please listen to the youth. We are scared and angry about the world we are growing up in.**
>
> **- Your Voice participant**



> **It was such a wonderful privilege to spend time with you today - to listen & learn & to thank you for all you are doing for young people & children across Australia. I am truly grateful for you & your vital generous work. Thank you!**
>
> - Sam Mostyn, Governor General



Governor General Sam Mostyn and the Melbourne Kids Helpline team

National recognition at Kids Helpline Melbourne

This year, we were honoured to welcome Her Excellency Sam Mostyn, Governor-General of Australia, to our Melbourne counselling centre.

A passionate advocate for children and young people, she listened closely to our counsellors, acknowledged their challenges, and expressed deep gratitude for our work. For our Melbourne team, it was a moment of genuine recognition and encouragement from Australia's highest office.

Safeguarding young people's digital wellbeing

Our systemic advocacy ensures young people's voices are heard in national reform. This year, we contributed to consultations and submissions on issues such as domestic and family violence, bullying, suicide prevention, housing, youth justice, and mental health.

A key milestone was our work on proposed social media restrictions for under-16s. We emphasised that children and young people must never face barriers to accessing help in moments of crisis. Because of this advocacy, My Circle (our online peer support community) was exempted from restrictions. This ensures young people can continue to access safe, confidential, and professionally moderated support.

This outcome reflects our ongoing commitment to protecting young people's digital wellbeing and ensuring they remain connected to trusted help when it matters most.

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embedding excellence in practice

In March 2025, we launched the **yourtown** Practice Framework (yPF), a shared approach to ensure consistency, quality, and alignment across all services. Developed with service leaders, team members, and young people, the framework sets clear expectations for ethical, trauma-informed, and strengths-based practice.

Alongside this, we introduced the Personal Wellbeing Index (PWI), an internationally recognised tool that measures not just what we deliver, but how it impacts the lives of children, young people, and families. Early training and feedback show strong support, with teams embracing the clarity and cohesion these tools bring.

Together, the yPF and PWI form a cornerstone of our Social Impact Framework, helping us demonstrate real outcomes and strengthen advocacy, funding, and future services.



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art union: changing lives through every ticket

During 2024/25, our Art Unions continued to create life-changing moments for both winners and children, young people, and familes.

Across the year, we held 10 luxury home draws, giving away stunning residences on the Gold and Sunshine Coasts and at Cabarita Beach in Northern New South Wales. Together, these draws represented a total prize value of $32.5 million.

Our six car draws featured an impressive lineup of seven luxury vehicles worth a combined $1.54 million, including Porsche, Range Rover, and Jaguar F-PACE models. These vehicles were often paired with gold bullion and travel experiences to make winning even more unforgettable.

Our Art Unions contributed more than $78,500,000 to **yourtown's** overall revenue this year, funding vital services that change young lives every day.

None of this would be possible without the generosity of our supporters. To every person who purchased a ticket or joined our myplace community, thank you. Your support helps ensure children, young people, and families across Australia have someone to turn to when life gets tough.



The Peck family shared their story on the Today Show

From the Blue Mountains to the Gold Coast: A Life-Changing Win

When Alex and Beth Peck received the call that they had won Draw 531, everything changed in an instant. The couple, both dedicated health professionals, had built a busy life in the scenic Blue Mountains with their three energetic boys. Their win opened the door to a new chapter in the lush Tallebudgera Valley on the Gold Coast.

The move became more than a change of address. Their boys embraced the freedom of acreage living, spending weekends riding motorbikes, camping in their own backyard, and kicking footballs until dusk. School life has been smooth, with all three settling in quickly and making new friends.

For Alex and Beth, the Gold Coast offers the balance they always wanted — a peaceful valley retreat just minutes from world-class beaches and year-round sunshine.

"We love the lifestyle here," they said. "It's everything we dreamed of, and being mortgage-free has changed our lives."

The Peck family's story even captured national attention when they appeared live on breakfast television, sharing the excitement of their new beginning.

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celebrating transitions in 2024-25

This year, we honour the individuals who have helped shape our journey, while warmly welcoming new leaders who bring fresh energy and perspective.

Farewells with gratitude

- **Tracey Gillinder**, Head of Marketing and Fundraising, concluded 11 years of service marked by strategic vision and a lasting contribution to brand growth and community connection.
- **Br Peter Ryan**, our Lasallian representative on the Board for the past five years, enriched our mission with wisdom, compassion, and a deep commitment to the Lasallian tradition.
- **Kristan Conlon**, after 11 years on our Board, stepped down from her formal role but continues to share her valued insights as Chair of our People, Culture, and Governance Committee.

Welcoming new voices

We were proud to welcome Brit Ibanez and Jane Schmitt to our Board. Their experience and fresh perspectives are already making a meaningful impact as we look forward to the next chapter.

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our financials

This annual report covers our activities and performance for the period 1 July 2024 to 30 June 2025 aligned to our financial year.

The principal activity of **yourtown** during the financial year was the provision of charitable services, with a focus on the welfare of children, young people, and families. This is primarily funded through the **yourtown** Art Union.

Review and results of operations

The net deficit for the year ended 30 June 2025 was $5.2m (30 June 2024 surplus $3m).

The financial outcome for 2024 reflects a strategic reshaping of priorities, designed to best meet our goals, including:

- A notable increase in funding allocated to Kids Helpline aimed at improving response capabilities and reducing the level of unmet demand.
- The ongoing challenges faced in a constrained giving environment, which has placed pressure on independent income streams.
- Organisational optimisation undertaken during the year aimed at supporting strategic goals and best utilising resources. These changes included the closures of services in Tasmania and in Adelaide as well as a downsizing of back-end support functions.
- Continuation of investment in technology and cyber security.

A significant part of **yourtown's** budget relies on commercial and private fundraising predominantly through our **yourtown** Art Unions. Each year, we conduct ten home and six car prize draws as the main source of funding, this year accounting for 57% of **yourtown** revenue.

We are immensely grateful to our supporters, the investment of our governments and corporate partners, and those who give generously via donor, bequests, and workplace giving programs.

	FY2025	
Art Unions	78,534,000	57%
Rendering of services	6,215,000	5%
Government & other grants	44,521,000	32%
Philanthropic & corporate income	2,920,000	2%
Interest & other income	4,964,000	4%
	137,154,000	
Client services	68,552,000	48%
Art Union prizes	44,446,000	31%
Art Union marketing & administration	4,687,000	3%
Fundraising other Art Union	548,000	0%
Corporate administration	19,677,000	14%
Advocacy	1,121,000	1%
Projects	3,328,000	2%
	142,359,000	
Retained Deficit	**(5,205,000)**	

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our governance

Strong governance anchors everything we do at **yourtown**. Our Board safeguards our purpose, guides our long-term direction, and ensures we continue to make a meaningful difference in the lives of children, young people, and families across Australia.

Grounded in Lasallian values, the Board provides strategic leadership, risk management, financial stewardship, service quality, safeguarding, and organisational culture. This oversight helps us respond to emerging trends, strengthen our resilience, and remain focused on delivering impact with integrity.

As an endorsed deductible gift recipient and tax concession charity, we hold ourselves to the highest standards of transparency and accountability.

The Board keeps us moving forward with purpose, clarity, and courage. Their stewardship ensures **yourtown** remains strong, trusted, and ready for what's next.

Our executive

Our executive team brings together diverse expertise, deep sector knowledge, and a shared commitment to helping children, young people, and families thrive. Their combined experience strengthens the capability we need to stay responsive today while preparing for the opportunities and challenges of tomorrow.

Working alongside teams across the country, they champion innovation, nurture talent, and support a workforce that's passionate about making a difference. Their leadership ensures **yourtown** remains adaptable, resilient, and future-ready, building on our legacy while guiding the organisation towards what comes next.

our Board as at 30 June 2025

Peter Ffrench
Board Chair
Non-executive Director
Appointed as a Director February 2011.
Appointed Chair in 2021





Andrew Niven
Non-executive Director
Appointed as a Director February 2024

Megan Mitchell AM
Non-executive Director
Chair Services Impact Committee
Appointed as a Director April 2020





Anita Le
Non-executive Director
Chair Digital and Technology Committee
Appointed as a Director October 2022

Kristina Freire
Non-executive Director
Chair Finance and Risk Committee
Appointed as a Director December 2017





Matthew Gardiner
Deputy Board Chair
Non-executive Director
Appointed as a Director November 2021

Brit Ibanez
Non-executive Director
Appointed as Director 1 November 2024





Jane Schmitt
Non-executive Director
Appointed as Director 1 March 2025

our executive team



Tracy Adams
Chief Executive Officer



Helen Vahdat
Chief Information Officer



Jodie McAloney
Chief People and Culture Officer



Preya Pillay
Chief Financial Officer



Brendan Bourke
Chief Client Services Officer

thank you to our valued supporters and funders

The positive outcomes achieved in 2024/25 were not possible without the generous support from individuals, families, Prize Home ticket purchases, schools, small businesses, government funders, local councils, and corporate supporters who have underpinned the critical delivery of our service offerings.

Principal Partner – Kids Helpline

Bupa Foundation

Strategic Partner – Security

CyberCX

Probono Partner

MinterEllison.

Government supporters

Australian Government

Queensland Government

NSW GOVERNMENT

GOVERNMENT OF WESTERN AUSTRALIA

Northern Territory Government

Government of South Australia

Community supporters

Telstra Foundation

YOUR PROPERTY SUCCESS

Henderson GREETINGS

LUNA CARDS

We'd like to acknowledge our government partners

Federal

Department of Employment and Workplace Relations

Department of Health, Disability and Ageing

Department of Social Services

eSafety Commissioner

New South Wales

Department of Communities and Justice

Department of Education

Department of Health

Northern Territory

Department of Territory Families, Housing and Communities

Queensland

Brisbane North Primary Health Network

Department of Children, Youth Justice and Multicultural Affairs

Department of Education

Department of Employment, Small Business and Training

Queensland Health

South Australia

Department for Education

Western Australia

Department of Communities

Mental Health Commission



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