

New support service for working parents struggling with perinatal mental health officially opens in Sydney's CBD

- One in five Sydneysiders have experienced perinatal mental health symptoms and didn't know they needed help, and a quarter weren't sure how to access support
- The Hon. Rose Jackson, MLC – Minister for Water, Minister for Housing, Minister for Homelessness, Minister for Mental Health, and Minister for Youth officially opens Gidget House Piccadilly at Stockland on Thursday 30 October
- The free specialist mental health service for expectant, new and potential parents aims to make accessing mental health care easier for working parents balancing the pressures of family, work, and recovery

EMBARGO: 30 October 2025 – With one in five (20%) Sydneysiders having experienced perinatal mental health symptoms without realising they needed help, a new service in Sydney's CBD will make it easier for working parents to access support as they return to work and adjust to life after having a baby. Gidget House Piccadilly at Stockland offers free GP-referred, perinatal mental health support to expectant, new and potential parents.

Marking the first Gidget House in Sydney's CBD, and part of a wider partnership with Stockland, this essential perinatal mental health support service is conveniently located for parents in Sydney's CBD and surrounding areas.

Gidget House Piccadilly at Stockland is the newest of eight Gidget Houses in the Sydney metropolitan area, and one of 39 locations nationally, and serves as an important step towards expanding services, removing access barriers and reaching more Australian parents who are experiencing perinatal mental health challenges.

Through a blend of bulk-billed face-to-face and tele-health sessions, this service is particularly crucial in the Sydney region, where an estimated 20,000 new parents are impacted by perinatal depression and anxiety each year¹.

If left untreated, perinatal depression and anxiety can also come at a cost to employers. The *Cost of Perinatal Depression and Anxiety in Australia* report, released by Gidget Foundation Australia and PwC, found economic costs of \$643 million annually are attributable to productivity losses associated with increased workforce exit, absenteeism, presenteeism and carer requirements.

The Hon. Rose Jackson, MLC – Minister for Water, Minister for Housing, Minister for Homelessness, Minister for Mental Health, and Minister for Youth officially opens Gidget House Piccadilly at Stockland on Thursday 30 October, welcoming the service to parents in the city.

"Becoming a parent is one of life's most incredible and life-changing experiences. But as any parent knows, it can also be overwhelming, especially when it's time to return to work. We need to make sure that anyone experiencing perinatal depression or anxiety can access the support they need, when and where they need it.

"By expanding access to perinatal mental health services in central locations like Sydney's CBD, we're making it easier for parents to get the support they need so they can feel more confident, stay connected to care, and find their balance to ultimately thrive both at home and at work"

CEO of Gidget Foundation Australia, Arabella Gibson, says the official opening of Gidget House Piccadilly at Stockland marks an important step in helping working parents fit support into their daily routines.

“Returning to work after having a baby can be a time of immense adjustment for parents. There’s the juggle of separation from their child, feeding or sleep challenges, new workplace dynamics, and the ongoing juggle of work and family life. Like any health condition, perinatal depression and anxiety can significantly affect a person’s ability to function at work, impacting concentration, decision-making and productivity,” Ms Gibson says.

“With a quarter (25%) of Sydneysiders unsure of how to access support, with the opening of Gidget House Piccadilly at Stockland in the Sydney CBD, we’re making it easier for working parents to seek support between meetings, during lunch breaks or after work, without needing to travel far or rearrange their day. It’s about removing barriers so that support is accessible when and where it’s needed most.”

Gidget Foundation Australia has supported over 13,000 families through the delivery of more than 112,000 free specialist appointments nationwide. With approximately 100,000 parents experiencing PNDA annually in Australia, one in five mothers and one in ten fathers are impacted, underscoring the need for continued development of support across the country.

Lisa Vaughan, Divisional Asset Manager at Stockland, says the collaboration between Gidget Foundation Australia and Stockland will provide a valuable service to parents in need of support in central Sydney.

“We are delighted to partner with Gidget Foundation Australia to provide a dedicated space for parents seeking perinatal mental health support. Located in the heart of the Sydney CBD, Stockland Piccadilly shopping centre is a hub for the community and supporting their health and wellbeing is a top priority for us.

“The opening of Gidget House Piccadilly at Stockland will make it easier for local workers to access vital perinatal mental health services and help raise awareness of the support available to those experiencing perinatal depression and anxiety.”

Expanding upon Gidget Foundation Australia and Stockland’s established partnership, Gidget House Piccadilly is one of nine locations operating in collaboration with Stockland. The partnership ensures the local community receives support for their diverse needs.

Gidget Foundation Australia and Stockland acknowledge the obstacles faced by expectant, new and potential parents in Sydney and other metropolitan locations and are dedicated to ensuring they have access to services that will support them through their pregnancy and parenthood journeys.

For more information about Gidget Foundation Australia, Gidget House and the services the organisation provides, visit gidgetfoundation.org.au.

- Ends -

Media Call:

Date: Thursday, 30 October

Time: 10:00am to 11:30am

Address: Gidget House Piccadilly at Stockland, Level 1, 210 Pitt Street, Sydney, NSW 2000

Contact: MediaCast | Vinh Tran | 0402 361 266

About Gidget Foundation Australia: Gidget Foundation Australia is a not-for-profit organisation that exists to support the mental health of expectant, new and potential parents to ensure they receive accessible, timely and specialist care.

As the national leading provider of perinatal mental health services, Gidget Foundation Australia offers year-long, free, specialist perinatal mental health psychological services, via face-to-face and telehealth; and invests in retention, engagement, and development of its 175+ clinicians through an innovative training, mentoring and supervision workforce development program.

To access perinatal mental health support, speak to your GP about a referral and a Mental Health Treatment Plan, and contact Gidget Foundation Australia's Client Experience Team on 1300 851 758 to discuss support options specific to your needs.

For further information and helpful resources visit gidgetfoundation.org.au.

About Gidget: *Gidget* was the nickname of a vibrant young mother who tragically took her own life while experiencing postnatal depression, a diagnosis she kept close to her heart.

Together her loving family and friends created Gidget Foundation Australia determined that what happened to *Gidget* would not happen to others.

About Stockland: Stockland is a leading creator and curator of connected communities with people at the heart of the places they create. For more than 70 years, they have built a proud legacy, helping more Australians achieve the dream of home ownership, and enabling the future of work and retail. Today, they continue to build on their history as one of Australia's largest diversified property groups to elevate the social value of places, and create a tangible sense of human connection, belonging and community for their customers. They own, fund, develop and manage one of Australia's largest portfolios of residential and land lease communities, retail town centres, and workplace and logistics assets. Their approach is distinctive, bringing a unique combination of development expertise, scale, deep customer insight, and diverse talent - with care in everything they do. They are committed to contributing to the economic prosperity of Australia and the wellbeing of their communities and their planet.

About the Citations

The data by Gidget Foundation Australia was carried out on a sample of 505 expectant parents and parents with children under 3 in May 2024. Methodology: The data sample was weighted against ABS data for age, gender and location using an online survey that was independently conducted and verified by PureProfile.