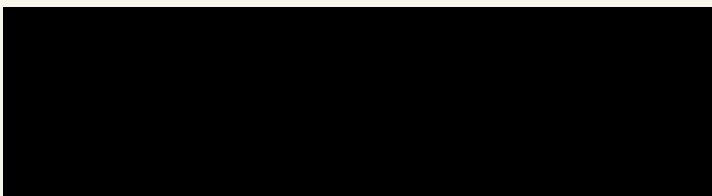


Impact Report

FY 25/26





LETTER FROM THE LEADERSHIP TEAM

20Talk began in June 2018 in my parents living room, born from a shared ambition among my friends and me to save the lives of young people.

What started as a small idea, driven by a group of friends who wanted to make a difference, has grown into something far bigger than we ever imagined. This year has been a huge one for 20Talk. We took 20Hours for 20Talk to Sydney and Melbourne alongside Perth, more than tripled our fundraising, and grew Mental Health Maintenance to over 2,500 students across 18 university and TAFE partnerships. Our team has grown, our trainer base has more than doubled to 14, and the stories we hear from young people about the difference we're making continue to remind us why we started.

I am incredibly proud of our team and how far we've come. We've taken on new challenges, pushed ourselves into unfamiliar territory, and shown that what we started in WA can make a difference right across Australia. There have been plenty of lessons along the way, but seeing our people grow alongside the organisation has been one of the most rewarding parts of this journey.

To everyone who has believed in us, supported us, or been part of this journey, thank you. We have so much more to do, and I can't wait to see where we go next.

Leighton Bradfield
CEO

When I look back on the last financial year, what stands out isn't simply the growth in our numbers, it's the growing confidence that preventative wellbeing education has a genuine place in Australia. Every university partnership, organisation adopting our online platform, and participant investing in their wellbeing reinforces what we've believed since day one: young people deserve practical, relatable wellbeing education delivered in ways that truly connect with them. While much of this report highlights our external impact, one of the biggest achievements has happened behind the scenes. Our team has grown to nine in-house staff across our media, training and events divisions. With that growth came the challenge of building an organisation capable of supporting our long-term vision. We invested in stronger processes, clearer systems and intentional growth. Like any growing organisation, it hasn't been without its challenges, but it's resulted in something I'm incredibly proud of: a highly connected team built on genuine friendships, shared purpose and a commitment to one another.

That culture is the foundation that will allow 20Talk to continue expanding its impact across Australia for years to come.

To everyone who has supported us along the way, our team, volunteers, partners, donors and participants, thank you. Everything we've achieved this year has only been possible because you believed in what we're building.

Lachlan O'Donoghue
General Manager

Our Vision: Be the most
relatable mental
health charity of the 21st
century



What are the ways we
achieve this culture?

Anti-lanyard

We steer clear of unnecessary bureaucracy and formalities, allowing our programs to remain innovative, agile, and most importantly, enjoyable.

Exploration

We're not afraid to venture into uncharted territory and experiment with new ideas and technology. Our commitment to exploration drives us to authentically connect with as many young adults as possible.

Responsibility

We empower young adults to take charge of their mental health journey. Through our programs, we foster a culture of personal and community wellbeing, creating a supportive and understanding environment.

Financial Year 2025/26

11.5 Million

Total **video views** across
social media platforms

2,572

Total **Mental Health
Maintenance** Participants

1,259

Total **20Hours**
for **20Talk** Participants



\$1,702,000

20Hours for 20Talk

191

Training Sessions Delivered



176

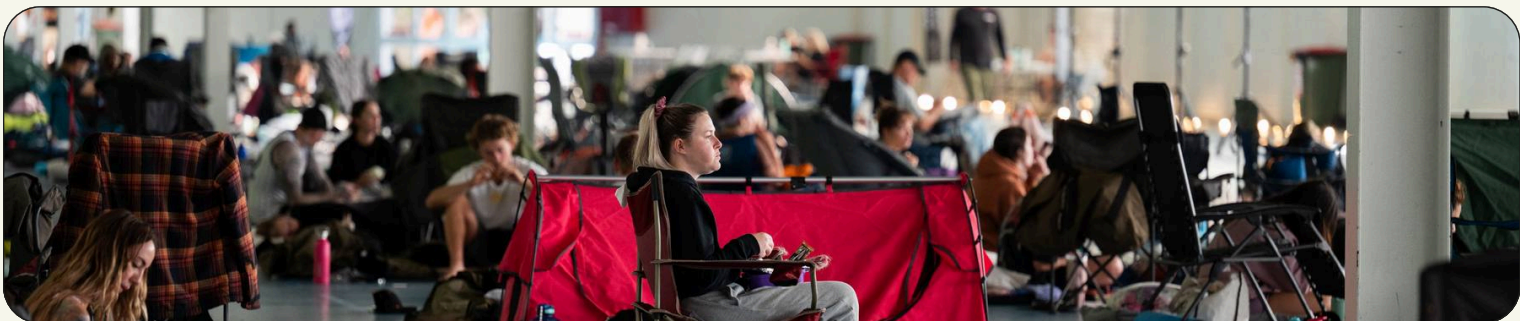
Total Volunteers

11.5M+

Total **video views** across
social media platforms

14

Trainer Base
(+133%)

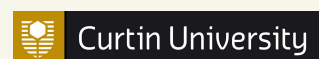


Training



FY2025/26 was a transformational year for Mental Health Maintenance. Demand for preventative wellbeing education accelerated, with participation growing from 611 to 2,572 people, a 320% increase from the previous financial year. We expanded from 47 to 191 sessions across 18 university and TAFE partnerships, while more than doubling our facilitator network to 14 qualified trainers. We also launched the online Mental Health Maintenance platform, extending our reach beyond the classroom. By year's end, it had been adopted by nine organisations, supporting 431 learners across tertiary education and corporate workplaces.

As demand grows, so does our commitment to making high-quality wellbeing education more accessible. Whether delivered face-to-face or completed online at a participant's own pace, Mental Health Maintenance is helping more Australians develop practical skills to proactively care for their mental wellbeing. This year demonstrated that prevention is no longer a future aspiration, it is becoming an increasingly valued part of Australia's education landscape.



2,572

Total **Mental Health Maintenance** Participants

191

Sessions Held

18

University & TAFE Partnerships

Mental Health Maintenance



“Honestly, I don’t know how I’d go without resources like this. So many people my age are struggling, and it’s well known there’s a mental health crisis. Having something like this to turn to – especially early on – makes a huge difference. I’d feel better knowing my friends had done it too. 100% recommend it.”



“What I really liked about Mental Health Maintenance was how it broke things down into different areas of wellbeing. I think we often focus on just one or two parts, but this helped me realise how important it is to check in on all of it. The tips were actually useful too – stuff you can take into your day-to-day life.”



“I learnt that even little changes can make a real difference. It shifted how I think about wellbeing – it’s not just mental, it’s everything: your sleep, your relationships, your space. This course gets you talking about stuff that matters.”

Social Media

11.5

Million video views
this year alone

48.5

Total days of content
watched (+615% YoY)

90

Total real talk
interviews published

In FY 2025-26, 20Talk's media engine hit its stride - 11.5 million video views and 48.5 days of total watch time, up 615% on the year before. Our dedicated event account, @20hoursfor20talk, kept growing alongside our core channels.

Over the past seven years, 20Talk has continued to evolve a multi-format media strategy combining short-form reels, long-form interviews, lived experience storytelling, and podcast-style content to equip young Australians aged 18-30 with relatable, actionable mental health tools.

+ 5,232 new followers gained this year across TikTok, Instagram & Facebook

We covered a wide range of topics throughout the series, from Men's Mental Health & Porn Addiction (July) and Chronic Illness & Botox Culture (October), to OCD, Miscarriage & Trans Stories (December), as well as Panic Attacks, Prison Life & Masculinity (April)



Media Coverage

Featured On

Campaign Brief

Triple J

Channel 9

PerthisOK!

PerthNow

Today

20Talk's innovative approach to youth mental health education and advocacy attracted significant attention across a wide range of media platforms.

Our impactful work has been highlighted in both traditional and digital outlets, amplifying our message and extending our reach well beyond our immediate community.

In FY 2025–26, 20Talk was featured in over 10 media placements across multiple channels, from high profile news segments and online news to radio interviews, live news crossovers, podcasts and social media collaborations.



New this Year

12

It's Complicated
screening & dating events

12

Ponies Run Club sessions

480+

Young people reached
through Ponies Events

40

It's Complicated
screening & dating events



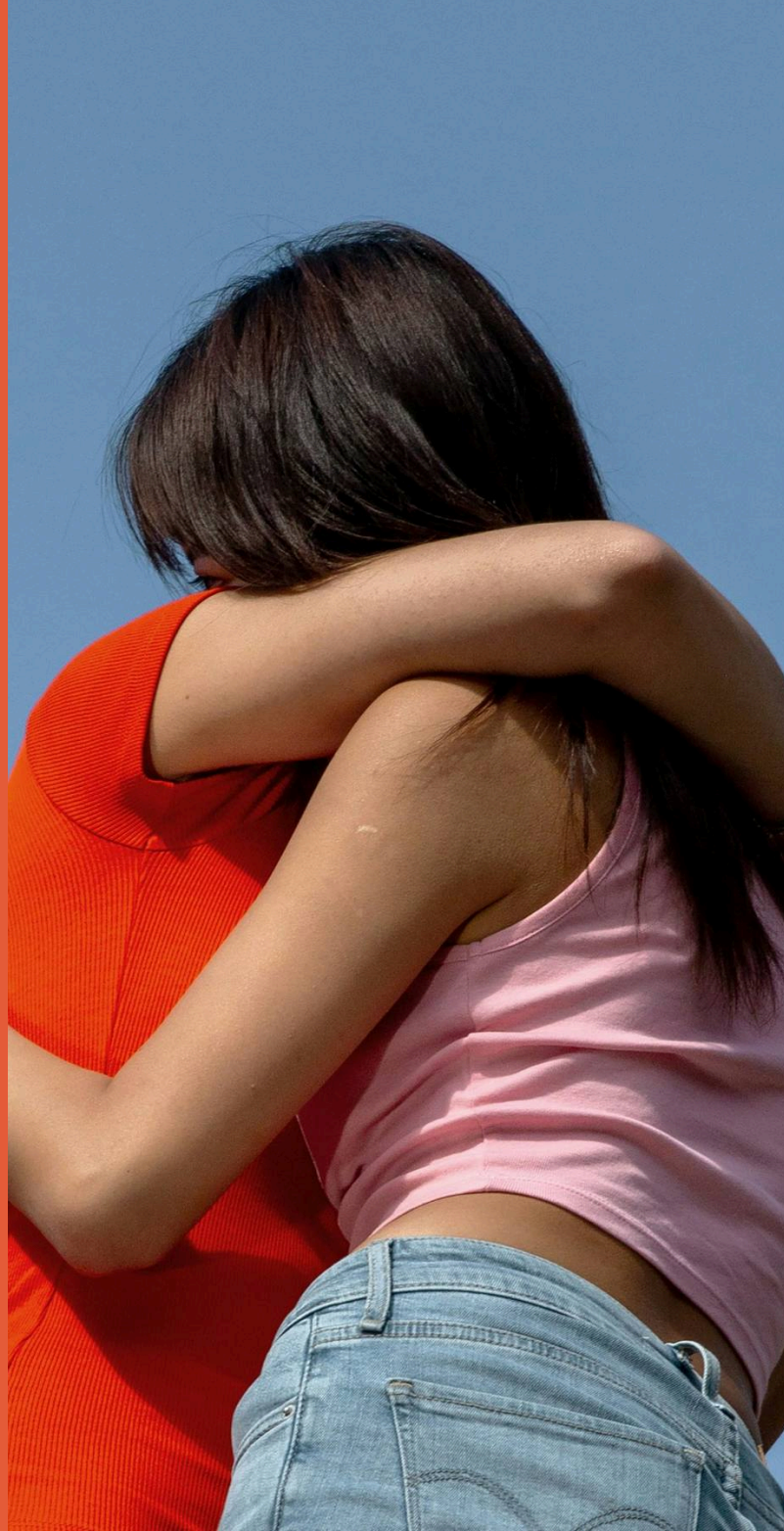
FY25/26 marked two bold experiments in reaching young people where they already are.

It's Complicated, our new documentary on relationships and dating, launched nationally with 12 screening and dating events across Australia.

Alongside it, we teamed up with Ponies Run Club for 12 connection focused sessions : movement, pilates, and real conversation, reaching 40 young people at a time to help tackle winter loneliness.

20Hours for 20Talk

20Hours®



20Hours for 20Talk is a unique impact and fundraising event where participants spend 20 hours in a 2m x 2m square with no technology and no talking.

It's a personal journey of self reflection and resilience, and a way to raise funds for youth mental health education.

20Hours®

Perth, Sept '25

339 Participants
\$400,000 Raised

Melbourne, '25

407 Participants
\$404,000 Raised

Perth, March '26

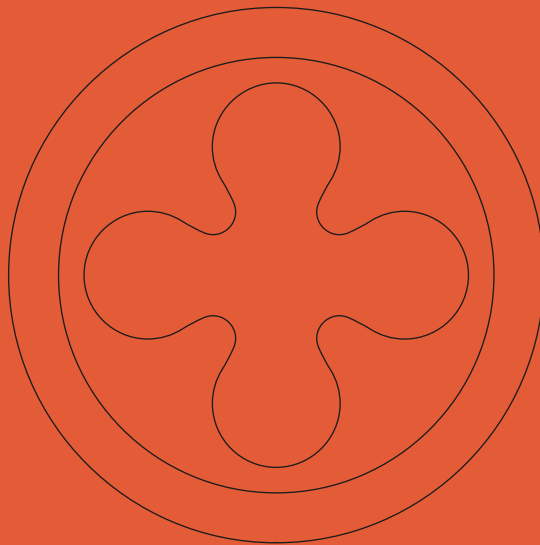
235 Participants
\$576,000 Raised

Sydney, June, '26

407 Participants
\$427,000 Raised

Brisbane, '27

Coming soon,
a new market



1,259

Participants

\$1,702,000

Total Raised

27,900

Total Hours in Silence

2,572

Scholarships Funded

Looking forward into 2027

Building on FY2025-26 - four events and 1,259 participants nationally - 20Talk is taking 20Hours for 20Talk to Brisbane in 2027. Our goal is to host 8 events annually across the country, engaging over 3,000 participants and raising more than \$3 million a year.



Denvah

I know what it's like being a young person in such a 'connected' generation, but to still feel lonely. I'm doing this for younger me, and for other young people who don't have access to support.



Finnegan

I've always said: my demons are no bigger or smaller than yours, they're just different. In this room, I feel that's definitely true.



Ali

I've spent far too long feeling completely alone. But sitting in a room full of silent strangers, I feel so much love, support and community.



Craig

I've lost two friends to suicide. This challenge is for them - to reach the kids they once were, and every young person who still has the potential to be reached.

Thank you

At 20Talk, our impact is only possible because of the people who believe in what we do and this year, we've felt that support more than ever.



To our volunteers

Thank you for showing up, stepping in, and lifting us up in all the small and big ways. From helping set up at 4am to packing shirts, guiding participants, and staying silent alongside us - your generosity of time and spirit never goes unnoticed.

To our community

Thank you for sharing our content, opening up conversations, and checking in on each other. This movement lives because of you.

To our education partners

Thank you for making space for this work, and for helping us to bring mental

To our donors

Thank you for giving what you could. Whether it was \$5 or \$5,000, your support helped fund our Mental Health Maintenance courses, create digital resources, and run events that genuinely change lives.

To our donors

Thank you for backing us with not just funding, but belief. Your partnership allows us to think bigger, reach further, and support more young people across Australia. See the next page for the full list of partners powering that growth.

And lastly, to every person who has followed our journey, attended a Mental Health Maintenance course, worn our shirt, read our resources, or reached out, thank you.

You are the reason we exist.

Our Partners

RAC

The Stan Perron Foundation - Major Partner

Paskerville Foundation

Meshpoints

Meridian Global

Goodmans Foundation

Galvins Plumbing - Gold Sponsor

Pipeline Technics - Gold Sponsor

Proudly supporting



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