

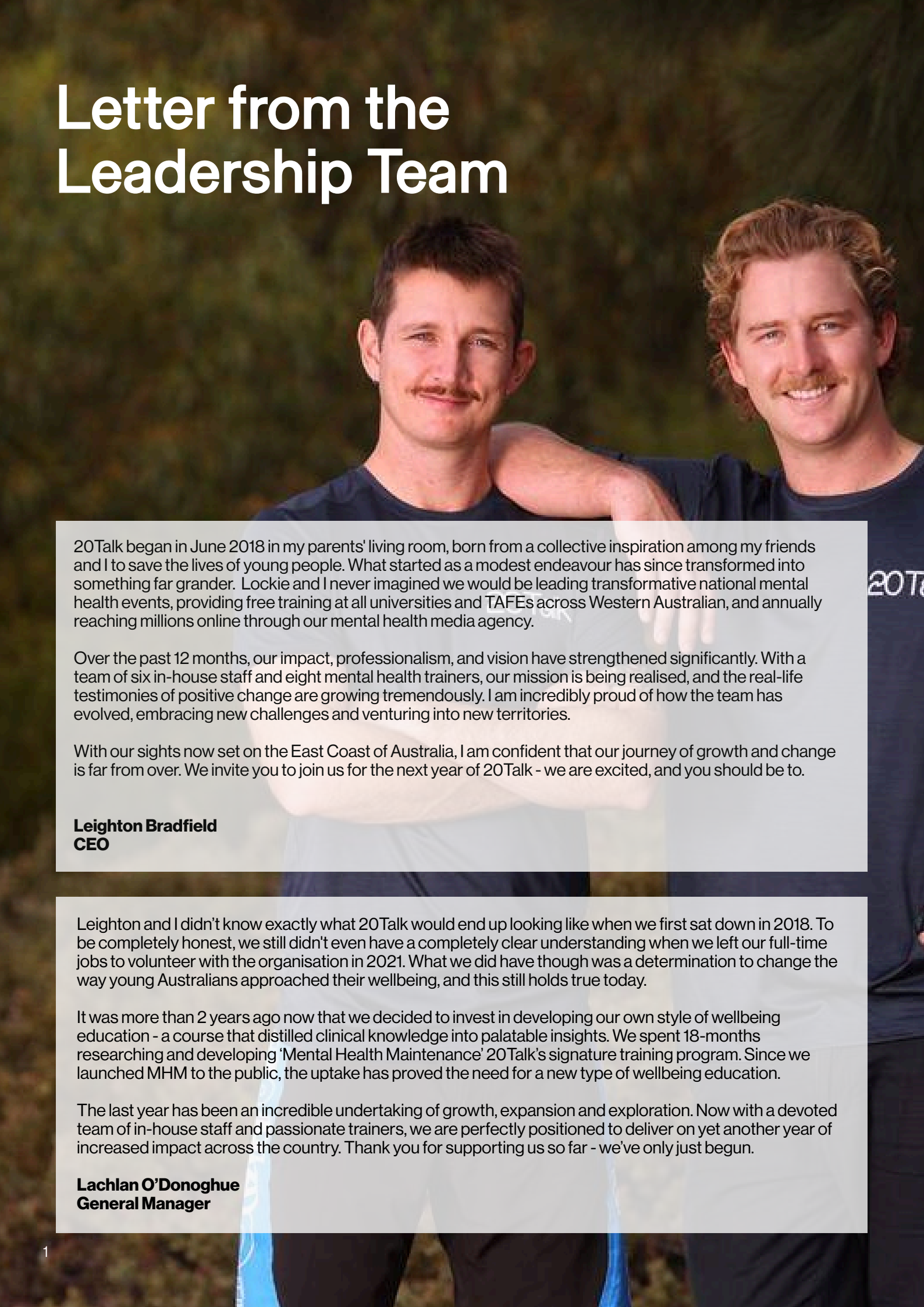


Impact Report

FY24/25

Prepared By 20Talk

Letter from the Leadership Team



20Talk began in June 2018 in my parents' living room, born from a collective inspiration among my friends and I to save the lives of young people. What started as a modest endeavour has since transformed into something far grander. Lockie and I never imagined we would be leading transformative national mental health events, providing free training at all universities and TAFEs across Western Australian, and annually reaching millions online through our mental health media agency.

Over the past 12 months, our impact, professionalism, and vision have strengthened significantly. With a team of six in-house staff and eight mental health trainers, our mission is being realised, and the real-life testimonies of positive change are growing tremendously. I am incredibly proud of how the team has evolved, embracing new challenges and venturing into new territories.

With our sights now set on the East Coast of Australia, I am confident that our journey of growth and change is far from over. We invite you to join us for the next year of 20Talk - we are excited, and you should be to.

Leighton Bradfield
CEO

Leighton and I didn't know exactly what 20Talk would end up looking like when we first sat down in 2018. To be completely honest, we still didn't even have a completely clear understanding when we left our full-time jobs to volunteer with the organisation in 2021. What we did have though was a determination to change the way young Australians approached their wellbeing, and this still holds true today.

It was more than 2 years ago now that we decided to invest in developing our own style of wellbeing education - a course that distilled clinical knowledge into palatable insights. We spent 18-months researching and developing 'Mental Health Maintenance' 20Talk's signature training program. Since we launched MHM to the public, the uptake has proved the need for a new type of wellbeing education.

The last year has been an incredible undertaking of growth, expansion and exploration. Now with a devoted team of in-house staff and passionate trainers, we are perfectly positioned to deliver on yet another year of increased impact across the country. Thank you for supporting us so far - we've only just begun.

Lachlan O'Donoghue
General Manager

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



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.



FY24/25

1.7 mil

people reached through
social media platforms



20 Hours
for 20Talk

\$519,000

611

Mental Health
Maintenance Participants



Sponsorships
& Grants

\$451,000

Annual Revenue

\$970,000

380

20 Hours for 20Talk
participants



1682

High school students
reached through
Chasing Calm
Documentary



19

High School
Partnerships

Training

Mental Health Maintenance



This year, we proudly secured strong partnerships with all five leading universities across Perth, continuing to deliver our signature courses directly on campus. This also included expanding our offering into the TAFE system, strengthening our presence in the tertiary education space. These collaborations ensured accessible, high-quality learning for students from a range of disciplines. Additionally, we hosted fortnightly weekend sessions from our Fremantle office, further broadening community access and engagement. A standout achievement this year was being awarded a Stan Perron Foundation grant to assist with the delivery of Mental Health Maintenance to all WA universities until 2028.

A total of 611 students completed the Mental Health Maintenance course in FY24/25 over 47 sessions. We also gained 2 new young, qualified trainers to deliver our courses.

611

total participants

47

sessions held

7

Uni and TAFE
partners

“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."

Media

Social Media

TikTok Following: 42,600

Instagram Following: 26,800

Facebook Following: 3,400



In FY2024–25, 20Talk expanded its digital presence by establishing a dedicated Instagram account for our flagship event: @20hoursfor20talk. This allowed us to grow a new audience, amplify participant voices, and showcase real-time impact.

Over the past six 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.

1.7

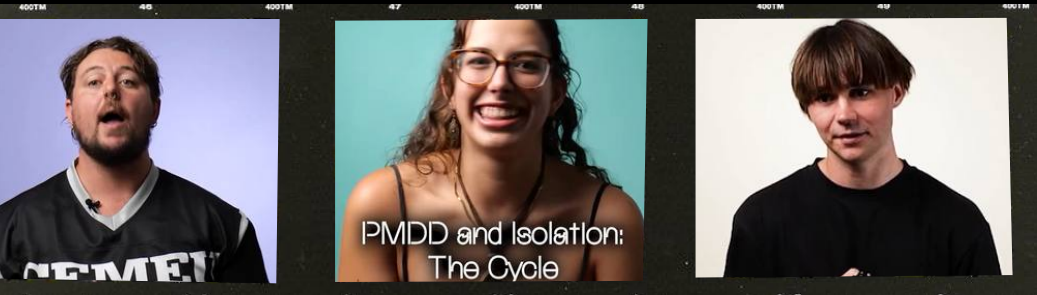
million people reached online

27K

interactions every month

200

lived experience interviews



Mental Health in Rural Towns
(29,000 views)

PMDD and Mental Health
(38,000 views)

Plastic Surgery and Mental Health
(45,000 views)

Addiction and Mental Health
(37,000 views)



Media Coverage

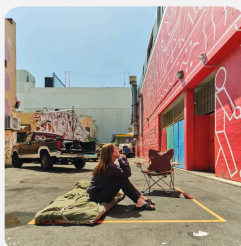
20Talk's innovative approach to youth mental health education and advocacy attracted significant attention across a wide range of media platforms. Our impactful work has been highlighted in both traditional and digital outlets, amplifying our message and extending our reach well beyond our immediate community.

In FY 2024–25, 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.



Perth is OK!

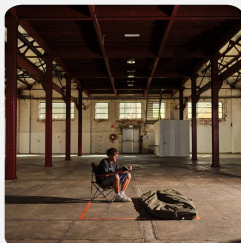
20 Hours, No Talking, No Tech: This Perth event is taking a stand for Youth Mental Health



20Talk: 20-hour digital detox back in Perth in September, raising funds for mental health



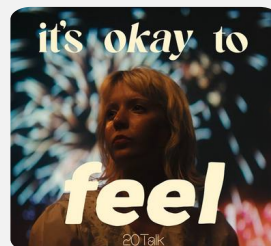
How long could you go with no phone, no talking and no distractions?



Breaking Open: Mental Health in the South West by 20Talk



Clockwork Films WA and cowboys bring a fresh take on mental health awareness



Chasing Calm

Chasing Calm is a compelling documentary created by 20Talk that explores the real-life experiences of young people navigating anxiety, stress, and mental health challenges in today's fast-paced society. The film highlights personal stories, expert insights, and practical strategies for managing mental wellbeing.

During the 2024–25 financial year, Chasing Calm was screened at schools and educational institutions across Western Australia.



1682

high school
students
reached

19

school
partnerships

14.4K

people engaged
online

2

new trainers

Chasing Calm is very relatable to this age group because the people that are in it are actually telling of the real journey of people who have grown up in a social media world. Students will watch the video and see themselves in the habits and experiences of the characters on the screen.

Head of Senior School



Anxiety is a word that comes up a lot with students and there is lots of pressure around social media and the non-stop pressure of being 'seen'. I think it's great for students to know that anxiety is experienced by a lot of people and there are ways to alleviate and combat those kind of things.

Program Coordinator

20 Hours for 20Talk

20 Hours for 20Talk is a unique 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.

Perth, August 30

20 participants

\$48,389 raised

Perth, August 31

24 participants

\$27,381 raised

Melbourne, November 9

29 participants

\$44,193 raised

Sydney, November 16

26 participants

\$31,547 raised

Perth, March 29

146 participants

\$179,851 raised

Sydney, June 28

135 participants

\$187,472 raised

\$519K

funds raised

380

participants

620

volunteer hours

2594

scholarships funded

Looking Forward - 2026.

Building on the success of FY 2024–25, 20Talk is excited to expand 20 Hours for 20Talk nationally in 2026.

We plan to hold flagship events in **Brisbane** and **Adelaide**, complementing our established gatherings in Perth, Sydney, and Melbourne.

Our goal is to host a total of 6 events across Australia, engaging approximately 2,400 participants and raising over \$2 million.





“

This experience is a milestone in the trajectory of my life that I can't quite articulate yet. Thank you for being who you are and creating this experience - there is so much value in it.

Natalie

“

I loved the solitude and chance to switch off. I learnt so much about myself and really, for the first time in a long time had the chance to reflect without time restraint.

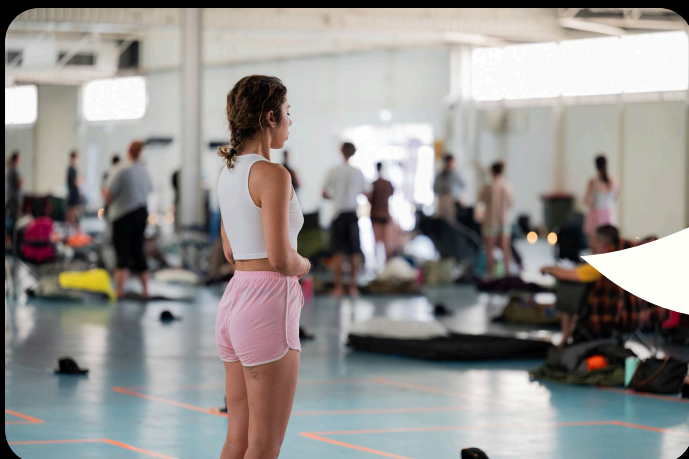
Luke



“

It was like therapy for me, we also built a really safe and amazing community and it's been catching up with people from the event.

Michaela



“

The sense of community, camaraderie, safety and warmth that all the participants came to feel between each other. Thank you for creating something as healing, powerful and moving as this. A pivotal life experience.

Ethan



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 health education into more communities, classrooms, and conversations.

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.



STAN PERRON
*CHARITABLE
FOUNDATION*



To our incredible sponsors:

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. A special thanks to Pipeline Technics and Galvin Plumbing, who have played a major role in helping us grow for many years.



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.

Contact Us



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