Impact Summary FY2025-26

Calls

1,088,337
Total calls offered
⬇**0.2%** 1,090,820 in FY2024-25



83.9%
Adjusted call answer rate*
*Excluding those calls that were abandoned in the first 60 seconds
⬇**3.5%** 86.9% in FY2024-25

77.2%
Overall call answer rate
⬇**3.3%** 79.8% in FY2024-25



20.72 minutes
Average call duration
⬆**3.4%** 20.03 minutes in FY2024-25

196 seconds
Average speed to answer
⬆**18.8%** 165 seconds in FY2024-25

21/01/2026

3,410 calls
Offered on our busiest day
⬇**2.6%** 3,500 in FY2024-25

Text



89,339
Conversations answered
⬆**1.9%** 87,690 in FY2024-25

Chat

151,811
Conversations answered
⬆**6.3%** 142,871 in FY2024-25



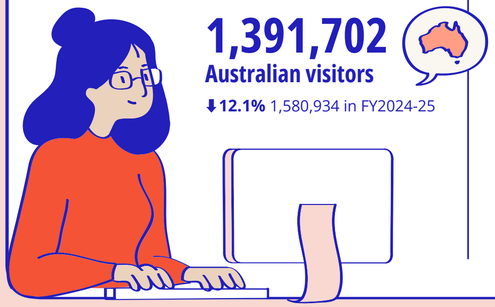
13HELP



166,826
Calls offered through 13HELP
⬆**12.5%** 148,343 in FY2024-25

Online reach

1,973,544
Total page views
For crisis support and self-led support resources
⬆**22.8%** 1,607,273 in FY2024-25



1,391,702
Australian visitors
⬇**12.1%** 1,580,934 in FY2024-25

1,149,662
Page views
For the Support Toolkit alone
⬆**31.7%** 873,261 in FY2024-25

576,061
Australian visitors
For the Support Toolkit alone

176M Impressions
Including organic and paid
⬆**25.7%** 140M in FY2024-25

18M Reach
Including organic and paid
⬆**5.7%** 6.9M in FY2024-25

7.29M Engagement
Including organic and paid

332,314 Followers
Across Lifeline Australia Instagram, Facebook and LinkedIn
⬆**42K**

Safety plans

59,331
Total safety plans
⬆**13.2%** 52,416 in FY2024-25

163
Safety plans per day
⬆**14.0%** 143 in FY2024-25



DV-alert

420 Workshops
⬇**0.4%** 422 in FY2024-25

4,680 Frontline workers
⬆**14.3%** 4,093 in FY2024-25

2,177 Members of the general public
⬇**15.4%** 2,574 in FY2024-25



374 eLearning course participants
⬇**15.0%** 440 in FY2024-25

DV-alert
Domestic and Family Violence Response Training