



kidshelpline
Anytime Any Reason

SA



insights2018

**Kids Helpline Statistical Summary
South Australia**

Insights into young people in Australia

Introduction

What is Kids Helpline?

Kids Helpline has been operating for 28 years and is Australia's only 24/7 counselling and support service for children and young people aged between 5 and 25 years.

Tertiary qualified counsellors provide free confidential support via telephone, WebChat and email, 24/7, 365 days a year.

The service operates a substantial website with a diverse range of resources for self-directed help-seeking by children, young people and adults. In addition, support from Optus and BUPA enables Kids Helpline to deliver an early intervention and prevention program in primary schools called 'Kids Helpline @ School' (OPTUS supports the Digital Thumbprint Program and BUPA supports the Wellbeing Program).

In 2018 Kids Helpline cost \$11.3 million to run. **yourtown** provided 75% of the funding thanks to the generosity of supporters of the Art Unions and donations, while the Australian, Queensland and Western Australian Governments, and corporate partners, contributed the remaining 25%.

What this report is about and who is it for

This report is an appendix to 'Kids Helpline Insights 2018: National Statistical Overview'. It provides summary data on Kids Helpline service demand and client concerns and characteristics for South Australia in relation to the 2018 calendar year. It will be of value to people working in social policy and research roles, journalists and others in the community who need to understand the current and changing help-seeking needs of children and young people in Australia today.

The 'Kids Helpline Insights 2018: National Statistical Overview' and other related reports can be accessed at <https://www.yourtown.com.au/insights/annual-overviews>.

Notes on data collection, analysis and interpretation

Substantial missing data in relation to a number of data collection fields, most notably remoteness and cultural background, undermine the reliability of data presented in a number of tables and figures in this report. This is compounded by the relatively small size of the South Australian subpopulation and the greater distorting influence of repeat contacts on frequency data in this context.

Please consult the Appendix of the 'National Statistical Overview' for more detailed information on data collection, analysis and interpretation.

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Where to get more information

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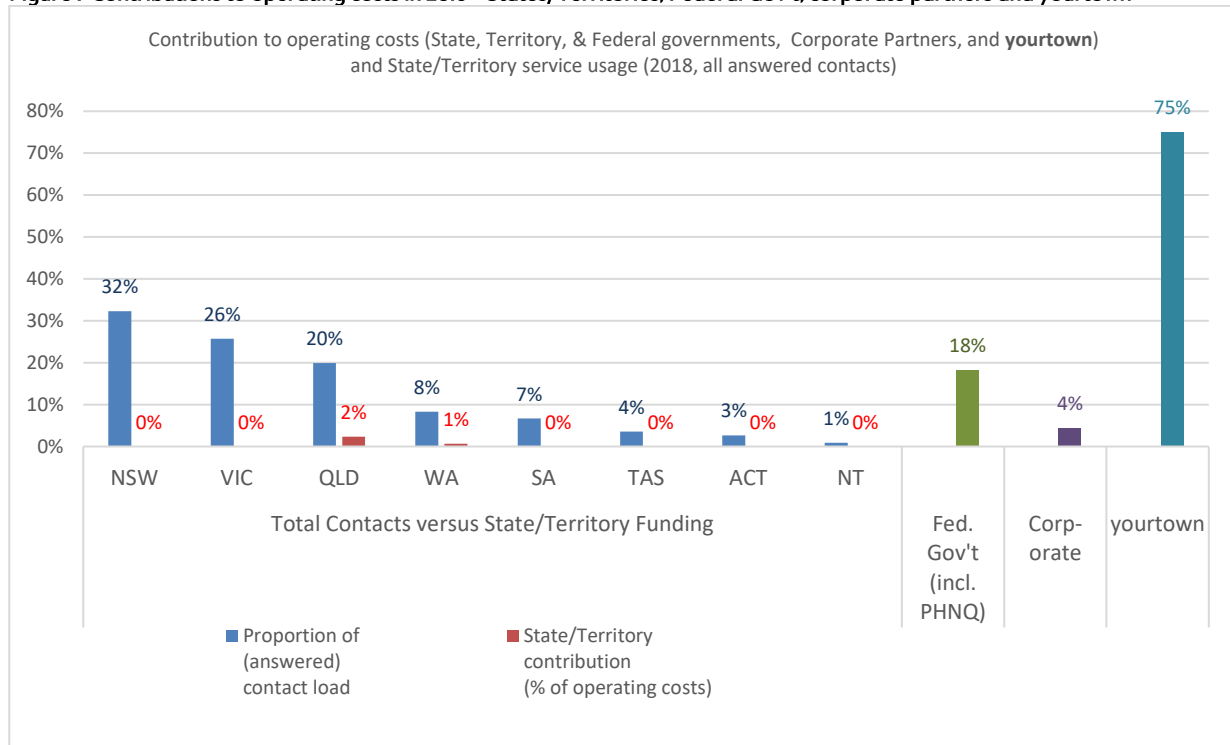
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How is the service funded

In 2018 Kids Helpline cost \$11.3 million to run. **yourtown** provided 75% of the funding thanks to the generosity of supporters of the Art Unions and donations, while the Australian, Queensland and Western Australian Governments, and corporate partners, contributed the remaining 25%.

Figure I shows the contributions to these operating costs from various sources including **yourtown**, State/Territory and Federal Governments, and corporate partners, as proportions of operating costs, in 2018. Figure I also shows State/Territory service usage as proportions of (answered) contacts, in 2018.

Figure I: Contributions to operating costs in 2018 – States/Territories, Federal Gov't, corporate partners and yourtown



Who contacted the service

Demographic characteristics

- Kids Helpline counsellors recorded data in relation to 143,481 contacts from children and young people across Australia who were aged 5-25 years. State or territory information was available for 128,164 of these contacts, and of this subset 8,615 (or 6%) were known to be from SA.
- Table I shows the demographic characteristics of these contacts from SA and compares them with the characteristics of contacts from the rest of Australia where the contact's state or territory was known.
- As with contacts from the rest of Australia, just over half (54%) of SA contacts were aged 13-18 years and three in ten (31%) were aged 19-25 years.
- Compared with contacts from the rest of Australia, SA contacts were:
 - marginally more likely to be male and less likely to be female;
 - slightly more likely to use web and slightly less likely to use phone as a medium of contact;
 - less likely to be from culturally and linguistically diverse (CALD) backgrounds and more likely to be from either Aboriginal or Torres Strait Islander backgrounds, or Caucasian Australian background; and
 - less likely to be living in Inner Regional localities and more likely to be living in Outer Regional/Remote areas.
- Other characteristics of Kids Helpline contacts in SA are similar to those of contacts from the rest of Australia.

Table I. Characteristics of Kids Helpline contacts 2018 aged 5-25 years – SA and rest of Australia¹

Contact characteristics	SA (N = 8,615)		Rest of Australia (N = 119,549)	
	n	%	n	%
Gender				
Female	4,887	75%	65,649	76%
Male	1,577	24%	18,790	22%
Intersex, Trans & Gender Diverse	94	1%	2,101	2%
Total	6,558	100%	86,540	100%
Unknown	2,057		33,009	
Age group				
5-12 years	946	15%	9,864	12%
13-18 years	3,326	54%	44,514	54%
19-25 years	1,938	31%	27,579	34%
Total	6,210	100%	81,957	100%
<26 but age unknown	2,405		37,592	
Cultural background²				
Aboriginal &/or Torres Strait Islander	238	11%	1,109	4%
CALD	507	22%	11,943	38%
Neither Aboriginal &/or Torres Strait Islander nor CALD	1,519	67%	18,623	59%
Total	2,264	100%	31,675	100%
Unknown	6,351		87,874	
Remoteness³				
Major Cities	2,939	72%	43,734	76%
Inner Regional	305	7%	10,087	17%
Outer Regional/Remote	832	20%	3,860	7%
Total	4,076	100%	57,681	100%
Unknown	4,539		61,868	
Medium				
Phone	5,739	67%	82,944	69%
WebChat	2,648	31%	32,674	27%
Email	228	3%	3,931	3%
Total	8,615	100%	119,549	100%
Type of help-seeking				
Counselling contact	4,074	47%	54,297	45%
Information/Referral/Other contact	4,541	53%	65,252	55%
Total	8,615	100%	119,549	100%

1. Where column percentages sum to more or less than 100%, this is due to rounding.

2. CALD = Culturally and linguistically diverse.

3. Remoteness classifications are adapted from the Australian Statistical Geography Standard (ASGS) used by the Australian Bureau of Statistics. See 'Kids Helpline Insights 2018: National Statistical Overview' for more information.

Types of help-seeking

The Kids Helpline counselling and support service responds to two broad categories of help-seeking: those children and young people seeking counsellor assistance for a particular concern or problem (counselling contacts), and those seeking information, referral to other services, or some other form of non-counselling support, like general conversation or playful engagement (non-counselling contacts, also called information, referral and other contacts).

As shown in Table 1, 47% of contacts from SA in 2018 were seeking counselling support while 53% were seeking information/referral or other forms of non-counselling support.

Demographic trends over time

Table 2 presents the characteristics of SA contacts over the last three years to consider whether there have been noteworthy variations in the client group over the short term. Key observations from the data in Table 2 include the following:

- There would appear to be moderate variation in the characteristics of SA contacts over the last three years, including:
 - a decrease in the proportion of male contacts from SA relative to female contacts
 - a substantial increase in the proportion of contacts classified as Aboriginal &/or Torres Strait Islander
 - a decrease in the proportion of contacts known to be living in Major Cities and a corresponding increase in the proportion living in Outer Regional/Remote localities
 - an increase in the proportion who engaged by WebChat, with a commensurate decrease in the proportion who engaged by phone, and
 - an increase in the proportion who were seeking counselling support relative to non-counselling support.
- It is important to note that substantial missing data, a relatively small subpopulation, and the greater likely influence of repeat contacts on percentage frequencies in this context, undermine the reliability of these observed differences. Accordingly, observed differences may not correspond to actual differences in the characteristics of children and young people from the SA contacting Kids Helpline over this period.

Table 2. Characteristics of SA Kids Helpline contacts aged 5-25 years – by year¹

Contact characteristics		2016 (N = 10,975)		2017 (N = 8,569)		2018 (N = 8,615)	
		n	%	n	%	n	%
Gender²							
	Female	4,701	66%	4,348	70%	4,887	75%
	Male	2,411	34%	1,775	29%	1,577	24%
	Intersex, Trans & Gender Diverse	62	1%	90	1%	94	1%
	Total	7,174	100%	6,213	100%	6,558	100%
	Unknown	3,801		2,356		2,057	
Age group							
	5-12 years	1,041	16%	939	16%	946	15%
	13-18 years	3,346	52%	2,995	52%	3,326	54%
	19-25 years	2,004	31%	1,782	31%	1,938	31%
	Total	6,391	100%	5,716	100%	6,210	100%
	<26 but age unknown	4,584		2,853		2,405	
Cultural background³							
	Aboriginal &/or Torres Strait Islander	61	2%	51	3%	238	11%
	CALD	601	22%	499	24%	507	22%
	Neither Aboriginal &/or Torres Strait Islander nor CALD	2,125	76%	1,488	73%	1,519	67%
	Total	2,787	100%	2,038	100%	2,264	100%
	Unknown	8,188		6,531		6,351	
Remoteness⁴							
	Major Cities	2,645	74%	2,303	70%	2,939	72%
	Inner Regional	391	11%	295	9%	305	7%
	Outer Regional/Remote	544	15%	699	21%	832	20%
	Total	3,580	100%	3,297	100%	4,076	100%
	Unknown	7,395		5,272		4,539	
Medium							
	Phone	8,767	80%	6,311	74%	5,739	67%
	WebChat	1,933	18%	1,979	23%	2,648	31%
	Email	275	3%	279	3%	228	3%
	Total	10,975	100%	8,569	100%	8,615	100%

Contact characteristics	2016 (N = 10,975)		2017 (N = 8,569)		2018 (N = 8,615)	
	n	n	n	%	%	n
Type of help-seeking						
Counselling contact	3,616	33%	3,551	41%	4,074	47%
Information/Referral/Other contact	7,359	67%	5,018	59%	4,541	53%
Total	10,975	100%	8,569	100%	8,615	100%

1. Where column percentages sum to more or less than 100%, this is due to rounding.

2. A new gender category was introduced into Kids Helpline data collection from January 2015.

3. CALD = Culturally and linguistically diverse.

4. Remoteness classifications are adapted from the Australian Statistical Geography Standard (ASGS) used by the Australian Bureau of Statistics. See 'Kids Helpline Insights 2018: National Statistical Overview' for more information.

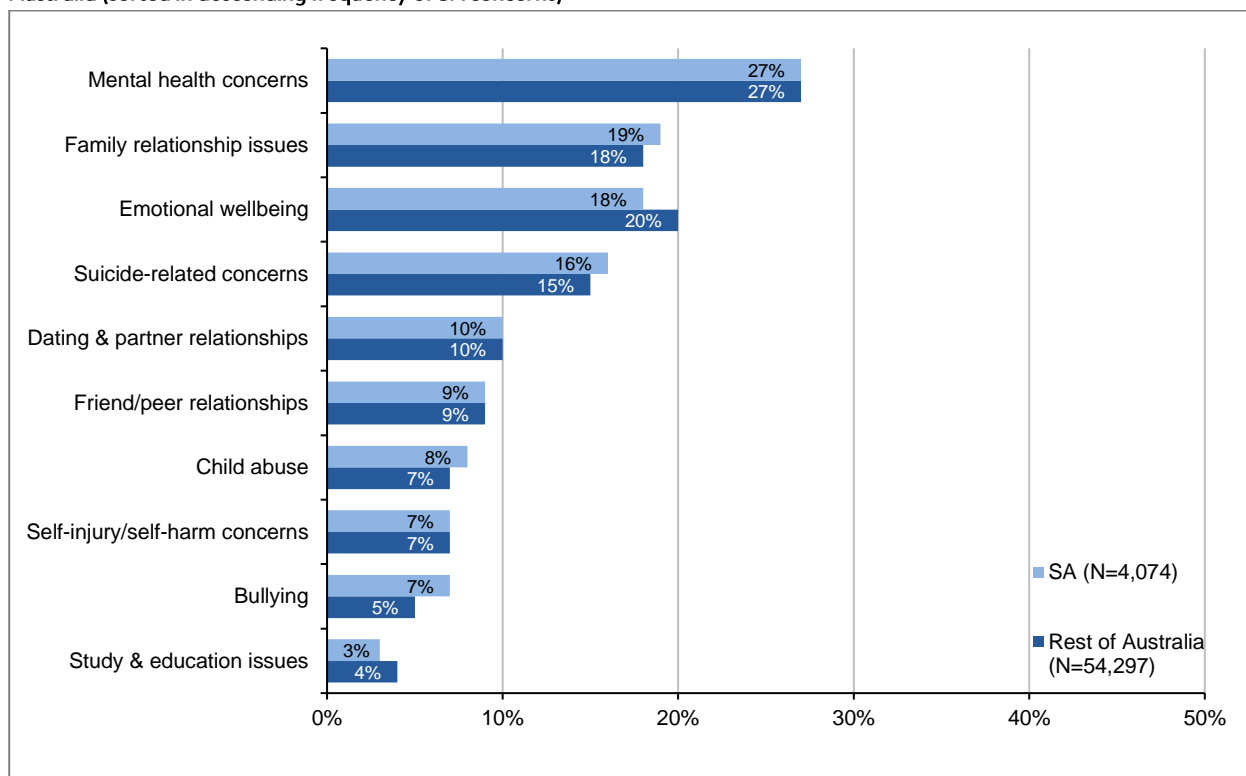
Most common concerns of children and young people who received counselling

During 2018, Kids Helpline counsellors responded to 67,264 contacts from children and young people who were seeking help about specific problems or concerns (i.e. counselling contacts). Analysis of the types of issues and concerns raised by children and young people in these sessions provide a valuable insight into the concerns of children and young people in Australia today.

SA compared with rest of Australia

- State or territory information was available for 58,371 of these 67,264 counselling contacts and of this subset 4,074 (or 6%) were known to be from SA.
- Figure 2 shows the 10 most common concerns of SA counselling contacts in 2018 and compares this with the frequency with which these concerns were raised by counselling contacts from the rest of Australia where state or territory information was known.
- The key observation to be noted from the data is that the frequency with which children and young people in SA sought help from Kids Helpline for all of these issues is consistent with the frequency with which children and young people elsewhere in Australia sought help for these issues.

Figure 2. Most frequently recorded concerns of Kids Helpline counselling contacts 2018 aged 5-25 years – SA compared with the rest of Australia (sorted in descending frequency of SA concerns)¹



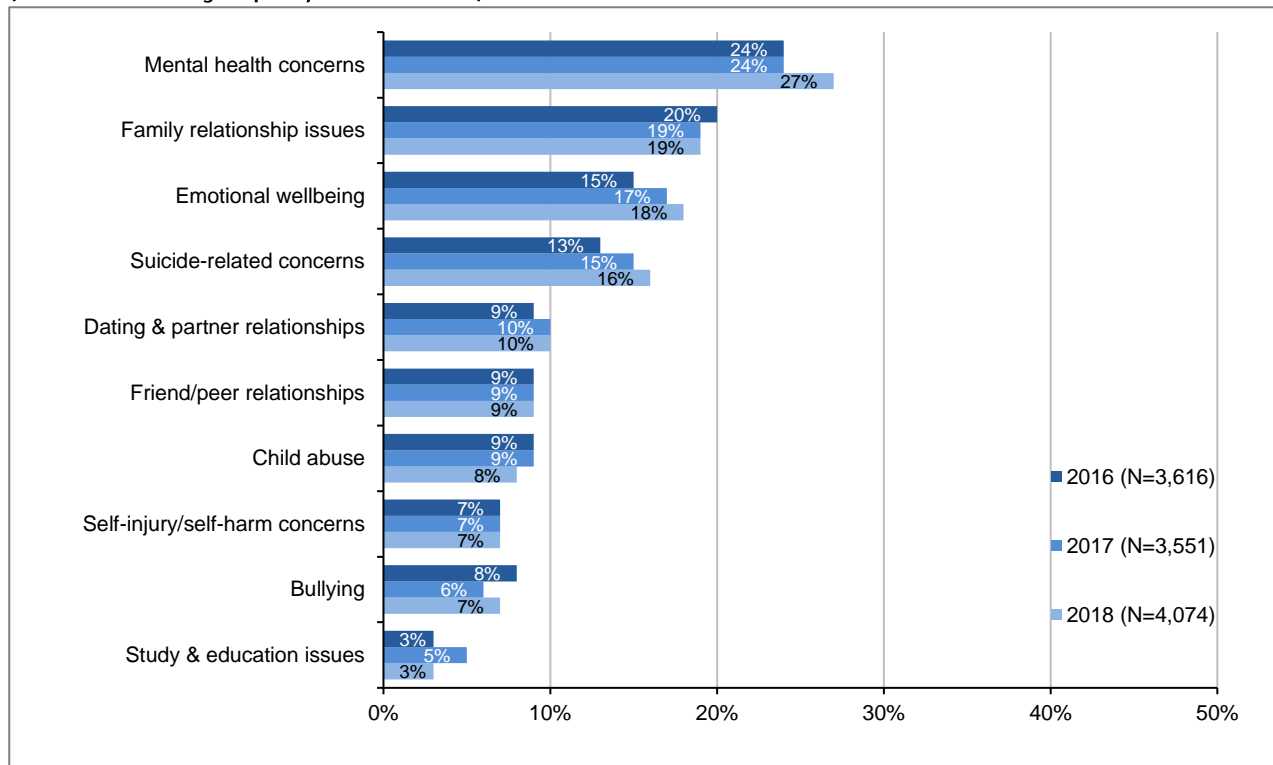
1. Up to four concerns per contact may be recorded. Accordingly, percentages may sum to more than 100%.

Trends over time

Figure 3 shows the 10 most common concerns of SA counselling contacts in 2018 and compares this with the frequency with which these concerns were raised by SA contacts in 2016 and 2017.

- The key observations to note from the data are that:
 - the frequency with which children and young people in SA are contacting Kids Helpline about most of these concerns has remained consistent over the short-term, although
 - there would appear to be slight increases in the proportion contacting about mental health concerns, emotional wellbeing issues and a suicide related concerns.

Figure 3. Most frequently recorded concerns of SA Kids Helpline counselling contacts aged 5-25 years – by year (sorted in descending frequency of 2018 concerns)¹



1. Up to four concerns per contact may be recorded. Accordingly, percentages may sum to more than 100%.

All concerns of children and young people who received counselling

Children and young people contact Kids Helpline about a very wide range of concerns, and focusing on the 10 most common concerns can obscure that diversity and the emergence of trends in other areas of less common client concern.

To address this issue, Table 3 reports the frequency with which every concern in the Kids Helpline's concern classification system was raised by counselling contacts from the SA in 2018 and compares this with the frequency with which the concern was raised in 2016 and 2017. Table 3 groups individual concerns under eleven 'concern classes' which aggregate frequencies across conceptual clusters of client concern.

- Key observations to be noted from the data in Table 3 are:
 - the frequency with which children and young people in SA are contacting Kids Helpline about all these different concerns and classes of concern is largely consistent over the short-term; however
 - there would appear to have been a slight increase in the relative frequency of contact about mental health and emotional wellbeing 2016-18.

Table 3. Number and proportion of Kids Helpline counselling contacts 5-25 years with particular concerns and classes of concern – SA by year¹

Concern and concern class	2016 (N = 3,616)		2017 (N = 3,551)		2018 (N = 4,074)	
			n	%	n	%
Mental health & emotional wellbeing	1,879	52.0%	1917	54%	2,397	58.8%
Mental health concerns	860	23.8%	869	24.5%	1,081	26.5%
Emotional wellbeing	543	15.0%	590	16.6%	746	18.3%
Suicide-related concerns	488	13.5%	530	14.9%	642	15.8%
Self-injury/self-harm concerns	260	7.2%	240	6.8%	303	7.4%
Loss and grief	103	2.8%	95	2.7%	123	3.0%
Friends, peers, partners & dating	637	17.6%	690	19.4%	735	18.0%
Dating and partner relationships	319	8.8%	367	10.3%	394	9.7%
Friends/peer relationships	338	9.3%	333	9.4%	354	8.7%
Family relationships	722	20.0%	692	19.5%	758	18.6%
Child-parent relationships	473	13.1%	509	14.3%	510	12.5%
Other family relationships	166	4.6%	103	2.9%	164	4.0%
Changing family structures	125	3.5%	117	3.3%	112	2.7%
Parenting own children	10	0.3%	14	.4%	18	0.4%
Identity & self-concept	209	5.8%	237	6.7%	273	6.7%
Self-concept (global)	98	2.7%	129	3.6%	139	3.4%
Body image	40	1.1%	39	1.1%	47	1.2%
Sexual orientation	34	0.9%	35	1.0%	37	0.9%
Gender/sex identification	25	0.7%	27	.8%	24	0.6%
Disability-related concerns	14	0.4%	6	.2%	25	0.6%
Cultural identity	4	0.1%	11	.3%	8	0.2%
Violence & abuse (non-family)	372	10.3%	342	9.6%	405	9.9%
Bullying - school related	238	6.6%	190	5.4%	224	5.5%
Bullying - other	44	1.2%	36	1.0%	53	1.3%
Sexual assault or abuse (non-family)	42	1.2%	60	1.7%	59	1.4%
Dating and partner violence	16	0.4%	34	1.0%	27	0.7%
Harassment and assault(non-sexual)	24	0.7%	19	.5%	31	0.8%
Sexual harassment	13	0.4%	9	.3%	21	0.5%
Child abuse & family violence	335	9.3%	333	9.4%	327	8.0%
Physical abuse	180	5.0%	180	5.1%	148	3.6%
Sexual abuse	65	1.8%	54	1.5%	45	1.1%
Emotional abuse	81	2.2%	83	2.3%	105	2.6%
Neglect of child	26	0.7%	28	.8%	36	0.9%
Exploitation by family member	0	0.0%	1	.0%	0	0.0%
Exposure to family violence	25	0.7%	36	1.0%	43	1.1%
Living-in-care issues	9	0.2%	14	.4%	11	0.3%
School, education & work	176	4.9%	222	6.3%	198	4.9%
Study and education issues	123	3.4%	164	4.6%	140	3.4%
Employment issues	40	1.1%	34	1.0%	31	0.8%
School authority issues	15	0.4%	28	.8%	31	0.8%
Physical or sexual health & development	210	5.8%	221	6.2%	190	4.7%
Physical health concerns	77	2.1%	112	3.2%	93	2.3%
Pregnancy-related concerns	57	1.6%	44	1.2%	34	0.8%
Sexual activity	58	1.6%	43	1.2%	55	1.4%
Physical/sexual development	13	0.4%	10	.3%	7	0.2%
Contraception/safe sex	10	0.3%	18	.5%	5	0.1%
Homelessness & basic needs assistance	114	3.2%	81	2.3%	118	2.9%
Homelessness	65	1.8%	46	1.3%	67	1.6%
Practical/material assistance	39	1.1%	24	.7%	42	1.0%
Financial assistance/concerns	11	0.3%	14	.4%	11	0.3%
Substance use, addictions & risk-taking	62	1.7%	57	1.6%	58	1.4%
Drug use	41	1.1%	33	.9%	34	0.8%
Alcohol use	11	0.3%	21	.6%	22	0.5%
Addictive behaviours (not drugs/alcohol)	9	0.2%	6	.2%	7	0.2%
Physical risk-taking	2	0.1%	1	.0%	0	0.0%
Gang/cult involvement	1	0.0%	0	0.0%	0	0.0%
Offending, abusive or violent actions	25	0.7%	29	.8%	41	1.0%
Illegal/offending behaviour	10	0.3%	12	.3%	17	0.4%
Abusive or violent actions	14	0.4%	14	.4%	22	0.5%
Sexual violence/offending actions	1	0.0%	3	.1%	3	0.1%

I. Up to four concerns per contact may be recorded. Totals provided for class of concern will be less than the sum of the individual concerns that make up that class due to the fact that multiple concerns within the class may have been identified in a single contact.

Online harassment



Starting work



Respect in relationships



Dealing with peer pressure



We're here.
Anytime. Any Reason.

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24/7



Kids Helpline is a service of yourtown for 5-25 year olds

