

# Kids Helpline Insights 2015

**STATISTICAL  
SUMMARY  
SOUTH  
AUSTRALIA**



Insights  
Into Young  
People in  
Australia

# Introduction

## WHAT IS KIDS HELPLINE?

Kids Helpline (KHL) is Australia's only free, private and confidential 24/7 phone and online counselling service for young people aged 5 to 25. KHL celebrates its 25th Birthday in 2016. In that time, we have responded to more than 7.5 million contacts.

We give children and young people choices, support and someone to listen. Tertiary qualified counsellors provide free, private and confidential support via telephone, web chat and email. Telephone and email counselling is offered 24/7 and web counselling is available from 12pm to 10pm (AEST) Monday to Friday and 10am to 10pm (AEST) Saturday and Sunday.

The KHL website offers an extensive range of resources for self-directed help-seeking by children, young people and adults. KHL's 'Kids Helpline @ School' program, supported by Optus, is helping primary schools across Australia tackle challenges to student wellbeing by delivering video link ups between counsellors and classrooms.

Kids Helpline is a service of **yourtown** and is 72% funded by the community through **yourtown** Art Union ticket sales, donations and corporate support. The remaining 28% is funded through State and Commonwealth Government grants.

## WHAT'S THIS REPORT ABOUT AND WHO'S IT FOR?

This report is an appendix to 'Kids Helpline Insights 2015: National Statistical Overview'. It provides summary data on KHL service demand and client concerns and characteristics for South Australia for the 2015 calendar year. It will be of value to people working in social policy and research roles, journalists and others in the community who are looking to understand the current and changing help-seeking needs of children and young people in Australia.

The 'Kids Helpline Insights 2015: National Statistical Overview' and other related reports can be accessed at [www.kidshelpline.com.au/reports](http://www.kidshelpline.com.au/reports)

## 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.

## WHERE TO GET MORE INFORMATION

This report has been compiled by **yourtown** Strategy and Research. For further information, please contact

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# Service Demand

## ATTEMPTED AND ANSWERED CONTACTS

- In 2015, 23,873 of the 350,117 attempts made to contact Kids Helpline Counselling Service (or 7%) came from SA.
- Most of these attempts were made by phone (19,607) but also by web chat (2,646) and email (1,620).
- 15,268 of these attempts were answered by counsellors, corresponding to a response rate of 64%. This compares with a response rate of 60% across Australia.
- Note that when phone attempts are adjusted to exclude callers who dropped out before the 21 second mandatory wait message, the response rate for SA phone contacts in 2015 was 78%.

## TRENDS OVER TIME

- From 2013 to 2015, there was an overall increase of 6% in attempted contacts from SA across all media. Phone attempts from SA increased by 9% while web chat attempts decreased by 10% and email attempts decreased by 34%.
- The reduction in email attempts may in part be due to a Kids Helpline policy, in the interests of service efficiency and effectiveness, to transition email clients to web chat or phone.
- Across all media, response rates for SA have increased (from 59% in 2013 to 64% in 2015). There has been a particularly notable increase in web chat response rates, however (from 37% in 2013 to 57% in 2015).

**Table 1.** SA attempted and answered contacts – by medium and year of contact, with comparison to all states<sup>1,2</sup>

Medium of contact	2013			2014			2015			% Change in attempts 2013-2015
	Attempts	Answered	Response rate	Attempts	Answered	Response rate	Attempts	Answered	Response rate	
PHONE										
SA	18,005	10,661	59%	21,211	12,657	60%	19,607	12,133	62%	9%
All States	318,633	189,394	59%	300,200	173,752	58%	290,767	169,802	58%	-9%
WEB CHAT										
SA	2,947	1,083	37%	2,924	1,232	42%	2,646	1,515	57%	-10%
All States	47,335	18,678	39%	49,429	21,082	43%	43,464	24,115	55%	-8%
EMAIL										
SA	1,618	1,618	100%	1,897	1,897	100%	1,620	1,620	100%	0%
All States	24,000	24,000	100%	18,832	18,832	100%	15,886	15,886	100%	-34%
ALL MEDIA										
SA	22,570	13,362	59%	26,032	15,786	61%	23,873	15,268	64%	6%
All States	389,968	232,072	60%	368,461	213,666	58%	350,117	209,803	60%	-10%

1. The data presented in this table are sourced from KHL phone, web chat and email systems databases.

2. State breakdowns presented in this table vary slightly from previously reported data due to the use of different extrapolation methodologies.

# Who Contacted The Service

## DEMOGRAPHIC CHARACTERISTICS

- Kids Helpline counsellors recorded data about 205,286 contacts from children and young people across Australia who were aged 5-25 years. State or territory information was available for 190,922 of these contacts, and of this subset 13,855 (or 7%) were received from SA.
- Table 2 shows the demographic characteristics of these contacts from SA and compares them with the characteristics of contacts from the rest of Australia where state or territory was known.
- As shown, two out of three (67%) SA contacts were female and close to half (48%) were aged 13-18 years. Compared with contacts from the rest of Australia, contacts from SA were more likely to be neither from culturally and linguistically diverse (CALD) backgrounds nor to be Aboriginal and/or Torres Strait Islander (82% c.f. 61%). They were also more likely than contacts in the rest of the country to be living in Outer Regional or Remote localities (29% c.f. 9%).

## TYPES OF HELP-SEEKING

As shown in Table 2, 31% of contacts from SA were seeking counselling support while 69% were seeking information/referral or other forms of support.

**Table 2.** Characteristics of Kids Helpline contacts 2015 aged 5-25 years – SA and rest of Australia<sup>1</sup>

Contact characteristics	SA (N = 13,855)		Rest of Australia (N = 177,067)	
	n	%	n	%
<b>GENDER</b>				
Female	5,982	67%	75,598	71%
Male	2,912	33%	30,896	29%
Intersex, Trans & Gender Diverse	31	0%	519	0%
<b>Total</b>	<b>8,925</b>	<b>100%</b>	<b>107,013</b>	<b>100%</b>
Unknown	4,930		70,054	
<b>AGE GROUP</b>				
5-12 years	1,102	14%	10,476	12%
13-18 years	3,676	48%	48,321	54%
19-25 years	2,833	37%	30,500	34%
<b>Total</b>	<b>7,611</b>	<b>100%</b>	<b>89,297</b>	<b>100%</b>
<26 but age unknown	6,244		87,770	
<b>CULTURAL BACKGROUND<sup>2</sup></b>				
Aboriginal &/or TSI	51	1%	1,570	4%
CALD	598	17%	14,699	35%
Neither ATSI nor CALD	2,974	82%	25,622	61%
<b>Total</b>	<b>3,623</b>	<b>100%</b>	<b>41,891</b>	<b>100%</b>
Unknown	10,232		135,176	
<b>REMOTENESS<sup>3</sup></b>				
Major Cities	2,696	63%	38,843	69%
Inner Regional	341	8%	12,387	22%
Outer Regional/Remote	1,235	29%	5,108	9%
<b>Total</b>	<b>4,272</b>	<b>100%</b>	<b>56,338</b>	<b>100%</b>
Unknown	9,583		120,729	
<b>MEDIUM</b>				
Phone	11,933	86%	150,814	85%
Web chat	1,387	10%	19,690	11%
Email	535	4%	6,563	4%
<b>Total</b>	<b>13,855</b>	<b>100%</b>	<b>177,067</b>	<b>100%</b>
<b>TYPE OF HELP-SEEKING</b>				
Counselling contact	4,279	31%	57,752	33%
Information/Referral/Other contact	9,576	69%	119,315	67%
<b>Total</b>	<b>13,855</b>	<b>100%</b>	<b>177,067</b>	<b>100%</b>

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

2. TSI = Torres Strait Islander. CALD = culturally and linguistically diverse. ATSI = Aboriginal and/or Torres Strait Islander

3. Remoteness classifications are adapted from the Australian Statistical Geography Standard (ASGS) used by the Australian Bureau of Statistics. See 'Kids Helpline Insights 2015: National Statistical Overview' for more information.



# Who Contacted The Service continued

## TRENDS OVER TIME

As shown in Table 3, over the last three years, there would appear to be:

- a slight decrease in the proportion of SA contacts who are female and a corresponding increase in contacts who are male
- a decrease in the proportion of SA contacts living in Major Cities and an increase in the proportion living in Outer Regional/Remote localities.

**Table 3.** Characteristics of SA Kids Helpline contacts 2015 aged 5-25 years – by year<sup>1</sup>

Contact characteristics	2013 (N = 12,111)		2014 (N = 14,372)		2015 (N = 13,855)	
	n	%	n	%	n	%
<b>GENDER<sup>2</sup></b>						
Female	6,020	76%	6,645	71%	5,982	67%
Male	1,902	24%	2,660	29%	2,912	33%
Intersex, Trans & Gender Diverse	-	-	-	-	31	0%
<b>Total</b>	<b>7,922</b>	<b>100%</b>	<b>9,305</b>	<b>100%</b>	<b>8,925</b>	<b>100%</b>
Unknown	4,189		5,067		4,930	
<b>AGE GROUP</b>						
5-12 years	780	12%	1,501	19%	1,102	14%
13-18 years	3,177	49%	3,680	46%	3,676	48%
19-25 years	2,547	39%	2,892	36%	2,833	37%
<b>Total</b>	<b>6,504</b>	<b>100%</b>	<b>8,073</b>	<b>100%</b>	<b>7,611</b>	<b>100%</b>
<26 but age unknown	5,607		6,299		6,244	
<b>CULTURAL BACKGROUND<sup>3</sup></b>						
Aboriginal &/or TSI	35	1%	39	1%	51	1%
CALD	716	20%	813	18%	598	17%
Neither ATSI nor CALD	2,822	79%	3,761	82%	2,974	82%
<b>Total</b>	<b>3,573</b>	<b>100%</b>	<b>4,613</b>	<b>100%</b>	<b>3,623</b>	<b>100%</b>
Unknown	8,538		9,759		10,232	
<b>REMOTENESS<sup>4</sup></b>						
Major Cities	2,214	72%	2,164	51%	2,696	63%
Inner Regional	190	6%	406	10%	341	8%
Outer Regional/Remote	650	21%	1,690	40%	1,235	29%
<b>Total</b>	<b>3,054</b>	<b>100%</b>	<b>4,260</b>	<b>100%</b>	<b>4,272</b>	<b>100%</b>
Unknown	9,057		10,112		9,583	
<b>MEDIUM</b>						
Phone	10,454	86%	12,429	86%	11,933	86%
Web chat	882	7%	1,088	8%	1,387	10%
Email	775	6%	855	6%	535	4%
<b>Total</b>	<b>12,111</b>	<b>100%</b>	<b>14,372</b>	<b>100%</b>	<b>13,855</b>	<b>100%</b>
<b>TYPE OF HELP-SEEKING</b>						
Counselling contact	4,260	35%	4,086	28%	4,279	31%
Information/Referral/Other contact	7,851	65%	10,286	72%	9,576	69%
<b>Total</b>	<b>12,111</b>	<b>100%</b>	<b>14,372</b>	<b>100%</b>	<b>13,855</b>	<b>100%</b>

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. TSI = Torres Strait Islander. CALD = culturally and linguistically diverse. ATSI = Aboriginal and/or Torres Strait Islander

4. Remoteness classifications are adapted from the Australian Statistical Geography Standard (ASGS) used by the Australian Bureau of Statistics. See 'Kids Helpline Insights 2015: National Statistical Overview' for more information.

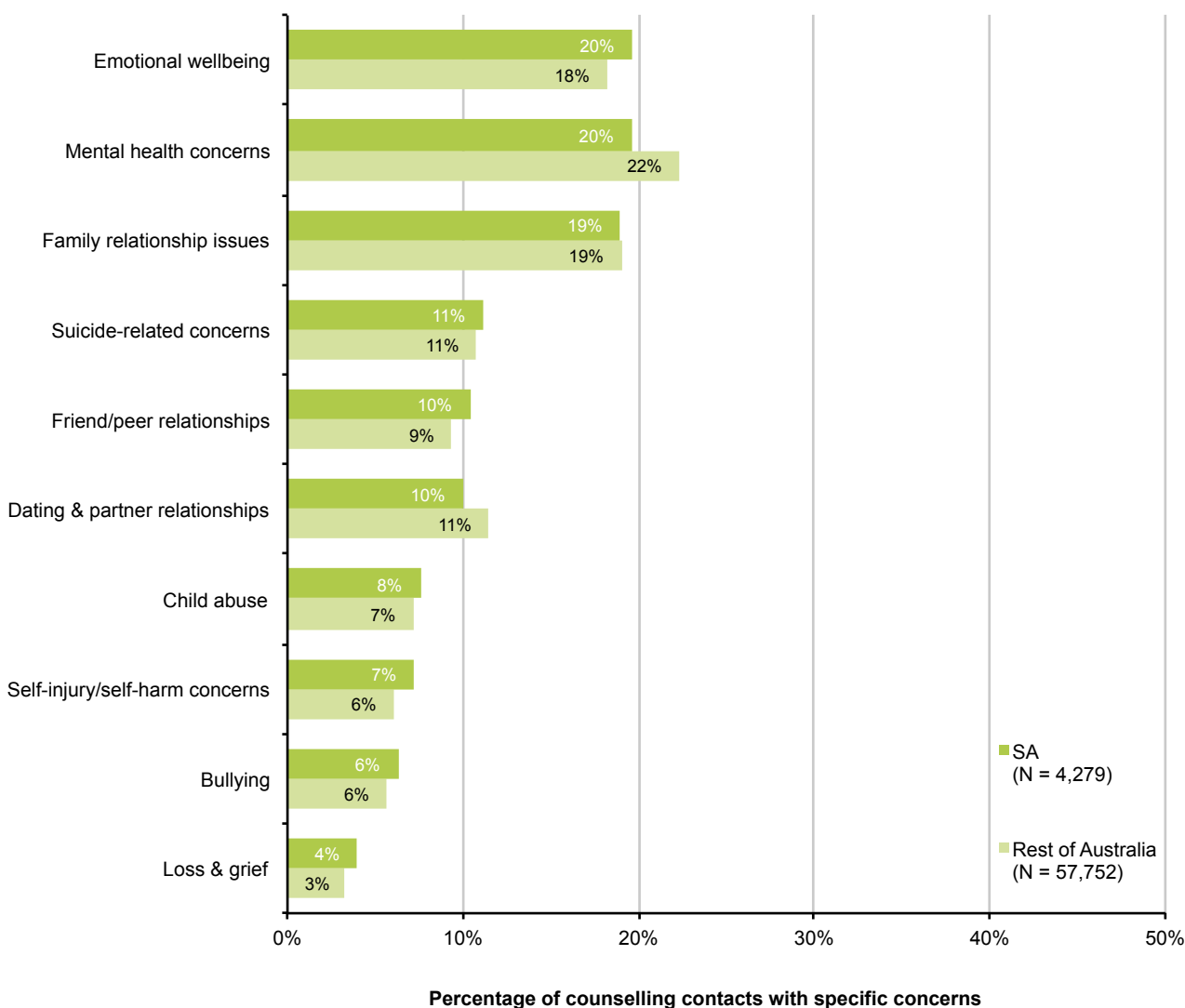
# Top Concerns Of Children And Young People Who Received Counselling

During 2015, Kids Helpline counsellors responded to 70,210 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 young Australians today.

## SA COMPARED WITH REST OF AUSTRALIA

- State or territory information was available for 62,031 of these 70,210 counselling contacts and of this subset 4,279 (or 7%) were known to be from SA.
- Figure 1 shows the 10 most common concerns of SA counselling contacts in 2015 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.
- This figure shows that the frequency with which children and young people in SA are contacting Kids Helpline about these issues is consistent with that of children and young people in the rest of Australia.

**Figure 1.** Most frequently recorded concerns of Kids Helpline counselling contacts 2015 aged 5-25 years – SA compared with the rest of Australia (sorted in descending frequency of SA concerns)



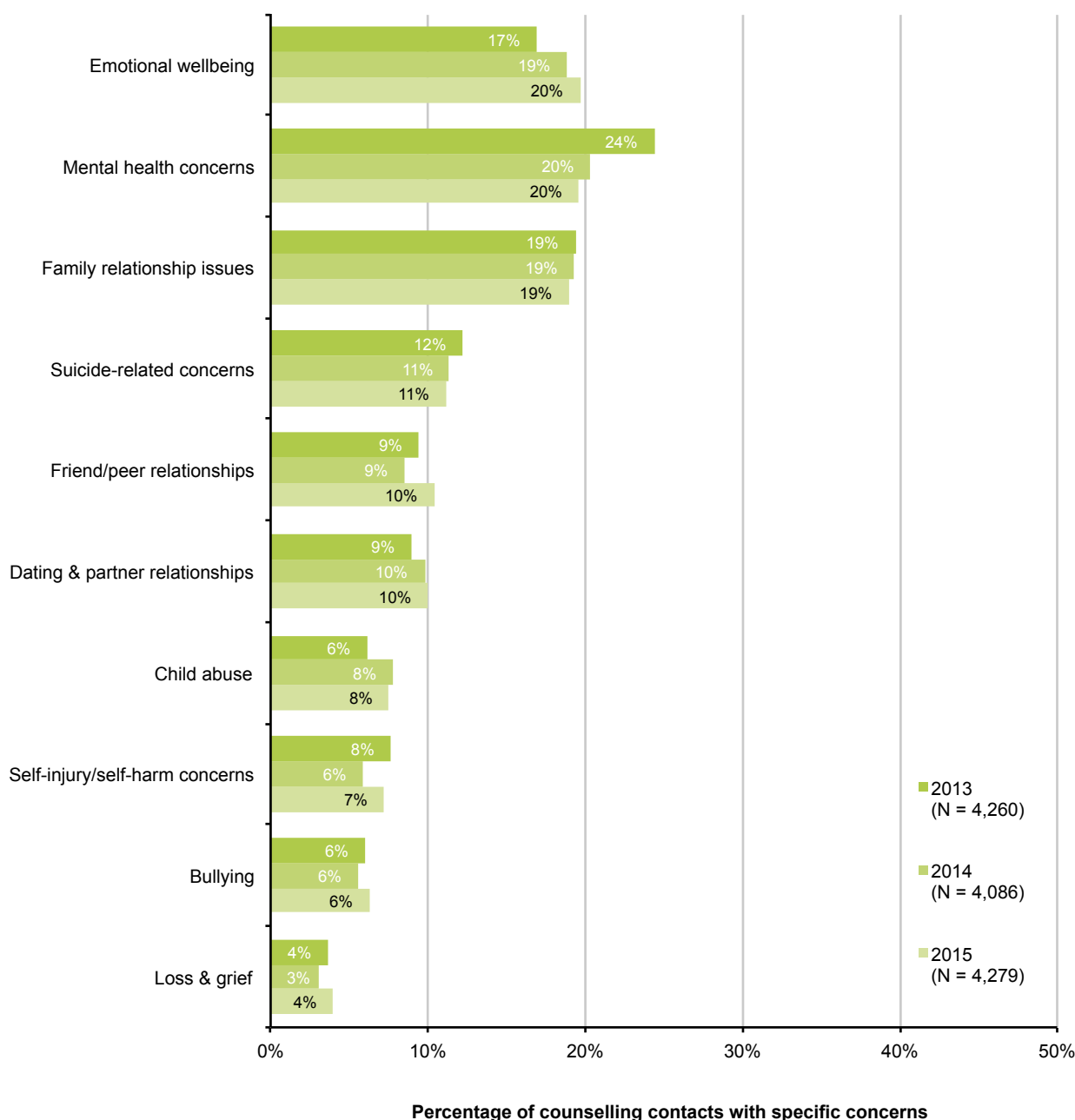
\* Up to four concerns per contact may be recorded. Accordingly, percentages may sum to more than 100%.

# Top Concerns Of Children And Young People Who Received Counselling continued

## TRENDS OVER TIME

- Figure 2 shows the 10 most common concerns of SA counselling contacts in 2015 and compares this with the frequency with which these concerns were raised by SA contacts in 2012 and 2013.
- The frequency with which children and young people in SA are contacting Kids Helpline about these concerns has remained largely consistent over the short-term. There would appear to be a slight decrease, however, in the frequency with which concern about mental health issues is being raised with counsellors (from 24% in 2013 to 20% in 2015).

**Figure 2.** Most frequently recorded concerns of SA Kids Helpline counselling contacts aged 5-25 years – by year (sorted in descending frequency of 2015 concerns)



\* 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

Table 4 presents the complete list of 49 issues that counsellors use to classify the concerns children and young people seek counselling for. It shows:

- the frequency with which children and young people in SA in 2015 raised concern about each issue
- trend data for the last three years to enable analysis of short-term changes in the frequency with which different issues are being raised by SA contacts, and
- aggregated totals for 11 “concern classes” which group a number of concerns together conceptually, thereby giving a sense of the overall frequency with which broad groupings of concern are arising in the subpopulation.

The key observation to be noted from the data in Table 4 is that the frequency with which children and young people in SA are contacting Kids Helpline about all these different concerns and classes of concern is consistent over the short-term. There is a slight decrease, however, in the frequency with which mental health issues are being raised with counsellors.

**Table 4.** Number and proportion of Kids Helpline counselling contacts 5-25 years with particular concerns and classes of concern – SA by year

Concern and concern class	2013 (N = 4,260)		2014 (N = 4,086)		2015 (N = 4,279)	
	n	%	n	%	n	%
<b>MENTAL HEALTH &amp; EMOTIONAL WELLBEING</b>	<b>2,337</b>	<b>54.9%</b>	<b>2,119</b>	<b>51.9%</b>	<b>2,234</b>	<b>52.2%</b>
Mental health concerns	1,039	24.4%	832	20.4%	839	19.6%
Emotional wellbeing	721	16.9%	770	18.8%	841	19.7%
Suicide-related concerns	521	12.2%	465	11.4%	476	11.1%
Self-injury/self-harm concerns	326	7.7%	240	5.9%	309	7.2%
Loss and grief	155	3.6%	126	3.1%	171	4.0%
<b>FRIENDS, PEERS, PARTNERS &amp; DATING</b>	<b>767</b>	<b>18.0%</b>	<b>732</b>	<b>17.9%</b>	<b>853</b>	<b>19.9%</b>
Dating and partner relationships	381	8.9%	399	9.8%	428	10.0%
Friends/peer relationships	402	9.4%	348	8.5%	445	10.4%
<b>FAMILY RELATIONSHIPS</b>	<b>825</b>	<b>19.4%</b>	<b>789</b>	<b>19.3%</b>	<b>811</b>	<b>19.0%</b>
Child-parent relationships	548	12.9%	517	12.7%	554	12.9%
Other family relationships	186	4.4%	166	4.1%	179	4.2%
Changing family structures	135	3.2%	141	3.5%	120	2.8%
Parenting own children	22	0.5%	13	0.3%	7	0.2%
<b>IDENTITY &amp; SELF-CONCEPT</b>	<b>388</b>	<b>9.1%</b>	<b>387</b>	<b>9.5%</b>	<b>361</b>	<b>8.4%</b>
Self-concept (global)	179	4.2%	147	3.6%	142	3.3%
Body image	47	1.1%	77	1.9%	66	1.5%
Sexual orientation	71	1.7%	45	1.1%	41	1.0%
Gender/sex identification	26	0.6%	20	0.5%	35	0.8%
Disability-related concerns	71	1.7%	101	2.5%	88	2.1%
Cultural identity	17	0.4%	8	0.2%	7	0.2%

\* 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.



# All Concerns Of Children And Young People Who Received Counselling continued

**Table 4 Continued.** Number and proportion of Kids Helpline counselling contacts 5-25 years with particular concerns and classes of concern – SA by year

Concern and concern class	2013 (N = 4,260)		2014 (N = 4,086)		2015 (N = 4,279)	
	n	%	n	%	n	%
<b>VIOLENCE &amp; ABUSE (NON-FAMILY)</b>	<b>420</b>	<b>9.9%</b>	<b>415</b>	<b>10.2%</b>	<b>374</b>	<b>8.7%</b>
Bullying - school related	222	5.2%	203	5.0%	231	5.4%
Bullying - other	41	1.0%	32	0.8%	38	0.9%
Sexual assault or abuse (non-family)	97	2.3%	135	3.3%	45	1.1%
Dating and partner violence	32	0.8%	24	0.6%	30	0.7%
Harassment and assault (non-sexual)	18	0.4%	21	0.5%	23	0.5%
Sexual harassment	23	0.5%	13	0.3%	10	0.2%
<b>CHILD ABUSE &amp; FAMILY VIOLENCE</b>	<b>261</b>	<b>6.1%</b>	<b>318</b>	<b>7.8%</b>	<b>323</b>	<b>7.5%</b>
Physical abuse	137	3.2%	176	4.3%	170	4.0%
Sexual abuse	48	1.1%	60	1.5%	59	1.4%
Emotional abuse	53	1.2%	71	1.7%	63	1.5%
Neglect of child	28	0.7%	24	0.6%	30	0.7%
Exploitation by family member	1	0.0%	0	0.0%	0	0.0%
Exposure to family violence	24	0.6%	29	0.7%	31	0.7%
Living-in-care issues	3	0.1%	11	0.3%	14	0.3%
<b>SCHOOL, EDUCATION &amp; WORK</b>	<b>242</b>	<b>5.7%</b>	<b>193</b>	<b>4.7%</b>	<b>217</b>	<b>5.1%</b>
Study and education issues	178	4.2%	150	3.7%	155	3.6%
Employment issues	51	1.2%	31	0.8%	39	0.9%
School authority issues	17	0.4%	14	0.3%	25	0.6%
<b>PHYSICAL OR SEXUAL HEALTH &amp; DEVELOPMENT</b>	<b>226</b>	<b>5.3%</b>	<b>276</b>	<b>6.8%</b>	<b>256</b>	<b>6.0%</b>
Physical health concerns	106	2.5%	145	3.5%	131	3.1%
Pregnancy-related concerns	58	1.4%	52	1.3%	58	1.4%
Sexual activity	51	1.2%	67	1.6%	61	1.4%
Physical/sexual development	5	0.1%	8	0.2%	2	0.0%
Contraception/safe sex	8	0.2%	13	0.3%	7	0.2%
<b>HOMELESSNESS &amp; BASIC NEEDS ASSISTANCE</b>	<b>91</b>	<b>2.1%</b>	<b>125</b>	<b>3.1%</b>	<b>137</b>	<b>3.2%</b>
Homelessness	43	1.0%	71	1.7%	91	2.1%
Practical/material assistance	38	0.9%	46	1.1%	41	1.0%
Financial assistance/concerns	13	0.3%	9	0.2%	10	0.2%
<b>SUBSTANCE USE, ADDICTIONS &amp; RISK-TAKING</b>	<b>104</b>	<b>2.4%</b>	<b>64</b>	<b>1.6%</b>	<b>72</b>	<b>1.7%</b>
Drug use	60	1.4%	39	1.0%	45	1.1%
Alcohol use	40	0.9%	17	0.4%	18	0.4%
Addictive behaviours (not drugs/alcohol)	9	0.2%	7	0.2%	7	0.2%
Physical risk-taking	1	0.0%	2	0.0%	2	0.0%
Gang/cult involvement	0	0.0%	1	0.0%	1	0.0%
<b>OFFENDING, ABUSIVE OR VIOLENT ACTIONS</b>	<b>53</b>	<b>1.2%</b>	<b>23</b>	<b>0.6%</b>	<b>32</b>	<b>0.7%</b>
Illegal/offending behaviour	27	0.6%	13	0.3%	10	0.2%
Abusive or violent actions	20	0.5%	9	0.2%	16	0.4%
Sexual violence/offending actions	7	0.2%	2	0.0%	7	0.2%

\* 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.



**Kids Helpline**  
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**[www.kidshelpline.com.au](http://www.kidshelpline.com.au)**

**24/7 HELP FOR CHILDREN  
& YOUNG PEOPLE AGED  
5-25 YEARS**

This regional report is supported by the **Kids Helpline Insights 2015: National Statistical Overview**, which provides extensive data about the issues affecting children and young people across Australia, and **Kids Helpline Insights 2015** summary report. These can be accessed at **[www.kidshelpline.com.au/reports](http://www.kidshelpline.com.au/reports)**.

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