



KIDS  
HELPLINE

# INSIGHTS 2016

STATISTICAL SUMMARY  
QUEENSLAND

Insights into young people in Australia

# Introduction

## What is Kids Helpline?

Kids Helpline has been operating for 26 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, private and confidential support via telephone, web chat and email. Telephone and email counselling is offered 24/7 and web counselling is available from 8am to midnight (AEST) seven days a week.

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 enables Kids Helpline to deliver an early intervention and prevention program in primary schools called *Kids Helpline @ School*.

Kids Helpline is a service of **yourtown** and is 70% funded by the community through **yourtown** Art Union ticket sales, donations and corporate support. The remaining 30% is funded through State and Commonwealth Government grants.

## What this report is about and who it is for

This report is an appendix to *Kids Helpline Insights 2016: National Statistical Overview*. It provides summary data on Kids Helpline service demand and client concerns and characteristics for Queensland in relation to the 2016 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 2016: 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. 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 2016, 69,636 of the 356,595 attempts made to contact Kids Helpline counselling service (or 20%) came from Queensland (QLD).
- Most of these attempts were made by phone (54,824) but also by web chat (12,045) and email (2,767).
- 34,794 of these attempts were answered by counsellors, corresponding to a response rate of 50%. This compares with a response rate of 51% 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 QLD phone contacts in 2016 was 65%.

### Trends over time

- From 2014 to 2016 there was an overall decrease of 3% in attempted contacts from QLD across all media. Phone attempts decreased by 7% and email by 29%, while web chat attempts increased by 29%.
- Across all media, response rates for QLD have decreased from 59% in 2014 to 50% in 2016.

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

Medium of contact	2014			2015			2016			% change in attempts 2014-2016
	Attempts	Answered	Response rate	Attempts	Answered	Response rate	Attempts	Answered	Response rate	
<b>Phone</b>										
QLD	58,640	34,249	58%	53,146	30,629	58%	54,824	26,133	48%	-7%
All States	300,200	173,752	58%	290,767	169,802	58%	276,960	135,719	49%	-8%
<b>Web chat</b>										
QLD	9,316	4,056	44%	7,929	4,461	56%	12,045	5,894	49%	29%
All States	49,429	21,082	43%	43,464	24,115	55%	65,954	31,765	48%	33%
<b>Email</b>										
QLD	3,884	3,884	100%	3,230	3,230	100%	2,767	2,767	100%	-29%
All States	18,832	18,832 <sup>2</sup>	100%	15,886 <sup>3</sup>	15,886	100%	13,681 <sup>4</sup>	13,681	100%	-27%
<b>All media</b>										
QLD	71,840	42,189	59%	64,305	38,320	60%	69,636	34,794	50%	-3%
All States	368,461	213,666	58%	350,117	209,803	60%	356,595	181,165	51%	-3%

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

2. In addition to 18,832 emails received and responded to in 2014, 544 outreach emails were sent.

3. In addition to 15,886 emails received and responded to in 2015, 535 outreach emails were sent.

4. In addition to 13,681 emails received and responded to in 2016, 413 outreach emails were sent.

## Who contacted the service

### Demographic characteristics

- Kids Helpline counsellors recorded data in relation to 177,591 contacts from children and young people across Australia who were aged 5-25 years. State or territory information was available for 163,323 of these contacts, and of this subset 31,637 (or 19%) were known to be from QLD.
- Table 2 shows the demographic characteristics of these contacts from QLD 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, over half (57%) of QLD contacts were aged 13-18 years and three in 10 (29%) were aged 19-25 years. Three in four (75%) were female and one in four (24%) was male.

- Compared with contacts from the rest of Australia, QLD contacts were:
  - less likely to be from culturally and linguistically diverse (CALD) backgrounds and more likely to be from aCaucasian Australian background, and
  - less likely to be living in Major Cities and more likely to be living in Outer Regional/Remote areas.

**Table 2. Characteristics of Kids Helpline contacts 2016 aged 5-25 years – QLD and rest of Australia<sup>1</sup>**

Contact characteristics	QLD (N= 31,637)		Rest of Australia (N= 131,686)	
	n	%	n	%
<b>Gender</b>				
Female	15,474	75%	59,297	71%
Male	4,889	24%	23,244	28%
Intersex, Trans & Gender Diverse	187	1%	877	1%
<b>Total</b>	<b>20,550</b>	<b>100%</b>	<b>83,418</b>	<b>100%</b>
Unknown	11,087		48,268	
<b>Age group</b>				
5-12 years	2,568	14%	9,604	13%
13-18 years	10,342	57%	39,842	54%
19-25 years	5,371	29%	23,714	32%
<b>Total</b>	<b>18,281</b>	<b>100%</b>	<b>73,160</b>	<b>100%</b>
<26 but age unknown	13,356		58,526	
<b>Cultural background<sup>2</sup></b>				
Aboriginal &/or TSI	270	4%	1,346	4%
CALD	1,909	26%	11,655	36%
Neither ATSI nor CALD	5,085	70%	19,068	59%
<b>Total</b>	<b>7,264</b>	<b>100%</b>	<b>32,069</b>	<b>100%</b>
Unknown	24,373		99,617	
<b>Remoteness<sup>3</sup></b>				
Major Cities	8,396	67%	35,645	74%
Inner Regional	2,616	21%	9,310	19%
Outer Regional/Remote	1,582	13%	3,482	7%
<b>Total</b>	<b>12,594</b>	<b>100%</b>	<b>48,437</b>	<b>100%</b>
Unknown	19,043		83,249	
<b>Medium</b>				
Phone	25,438	80%	104,927	80%
Web chat	5,165	16%	22,738	17%
Email	1,034	3%	4,021	3%
<b>Total</b>	<b>31,637</b>	<b>100%</b>	<b>131,686</b>	<b>100%</b>
<b>Type of help-seeking</b>				
Counselling contact	12,075	38%	46,590	35%
Information/Referral/Other contact	19,562	62%	85,096	65%
<b>Total</b>	<b>31,637</b>	<b>100%</b>	<b>131,686</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 2016: 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 2, 38% of contacts from QLD in 2016 were seeking counselling support while 62% were seeking information/referral or other forms of non-counselling support.

## Demographic trends over time

Table 3 presents the characteristics of QLD 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 3 include the following:

- There would appear to be a number of minor variations in the characteristics of QLD contacts over the last three years, including:
  - a slight increase in the proportion of male contacts from QLD relative to female contacts
  - a slight increase in the proportion of QLD contacts aged 5-12 years and a decrease in contacts aged 19-25 years
  - a decrease in the proportion who engaged by phone or email and an increase in the proportion who contacted by web chat, and
  - a small increase in the proportion seeking counselling support with a corresponding decrease in the proportion seeking non-counselling support.

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

Contact characteristics	2014 (N = 37,973)		2015 (N = 35,027)		2016 (N = 31,637)	
	n	%	n	%	n	%
<b>Gender<sup>2</sup></b>						
Female	20,271	81%	16,945	75%	15,474	75%
Male	4,664	19%	5,541	25%	4,889	24%
Intersex, Trans & Gender Diverse	-	-	59	0%	187	1%
<b>Total</b>	<b>24,935</b>	<b>100%</b>	<b>22,545</b>	<b>100%</b>	<b>20,550</b>	<b>100%</b>
Unknown	13,038		12,482		11,087	
<b>Age group</b>						
5-12 years	1,943	9%	2,281	12%	2,568	14%
13-18 years	11,942	57%	10,791	56%	10,342	57%
19-25 years	7,098	34%	6,057	32%	5,371	29%
<b>Total</b>	<b>20,983</b>	<b>100%</b>	<b>19,129</b>	<b>100%</b>	<b>18,281</b>	<b>100%</b>
<26 but age unknown	16,990		15,898		13,356	
<b>Cultural background<sup>3</sup></b>						
Aboriginal &/or TSI	267	2%	471	5%	270	4%
CALD	2,591	24%	1,903	22%	1,909	26%
Neither ATSI nor CALD	8,032	74%	6,220	72%	5,085	70%
<b>Total</b>	<b>10,890</b>	<b>100%</b>	<b>8,594</b>	<b>100%</b>	<b>7,264</b>	<b>100%</b>
Unknown	27,083		26,433		24,373	
<b>Remoteness<sup>4</sup></b>						
Major Cities	9,243	68%	8,267	65%	8,396	67%
Inner Regional	2,459	18%	2,193	17%	2,616	21%
Outer Regional/Remote	1,933	14%	2,209	17%	1,582	13%
<b>Total</b>	<b>13,635</b>	<b>100%</b>	<b>12,669</b>	<b>100%</b>	<b>12,594</b>	<b>100%</b>
Unknown	24,338		22,358		19,043	
<b>Medium</b>						
Phone	32,772	86%	29,665	85%	25,438	80%
Web chat	3,454	9%	3,817	11%	5,165	16%
Email	1,747	5%	1,545	4%	1,034	3%
<b>Total</b>	<b>37,973</b>	<b>100%</b>	<b>35,027</b>	<b>100%</b>	<b>31,637</b>	<b>100%</b>
<b>Type of help-seeking</b>						
Counselling contact	12,815	34%	12,616	36%	12,075	38%
Information/Referral/Other contact	25,158	66%	22,411	64%	19,562	62%
<b>Total</b>	<b>37,973</b>	<b>100%</b>	<b>35,027</b>	<b>100%</b>	<b>31,637</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 2016: National Statistical Overview* for more information.

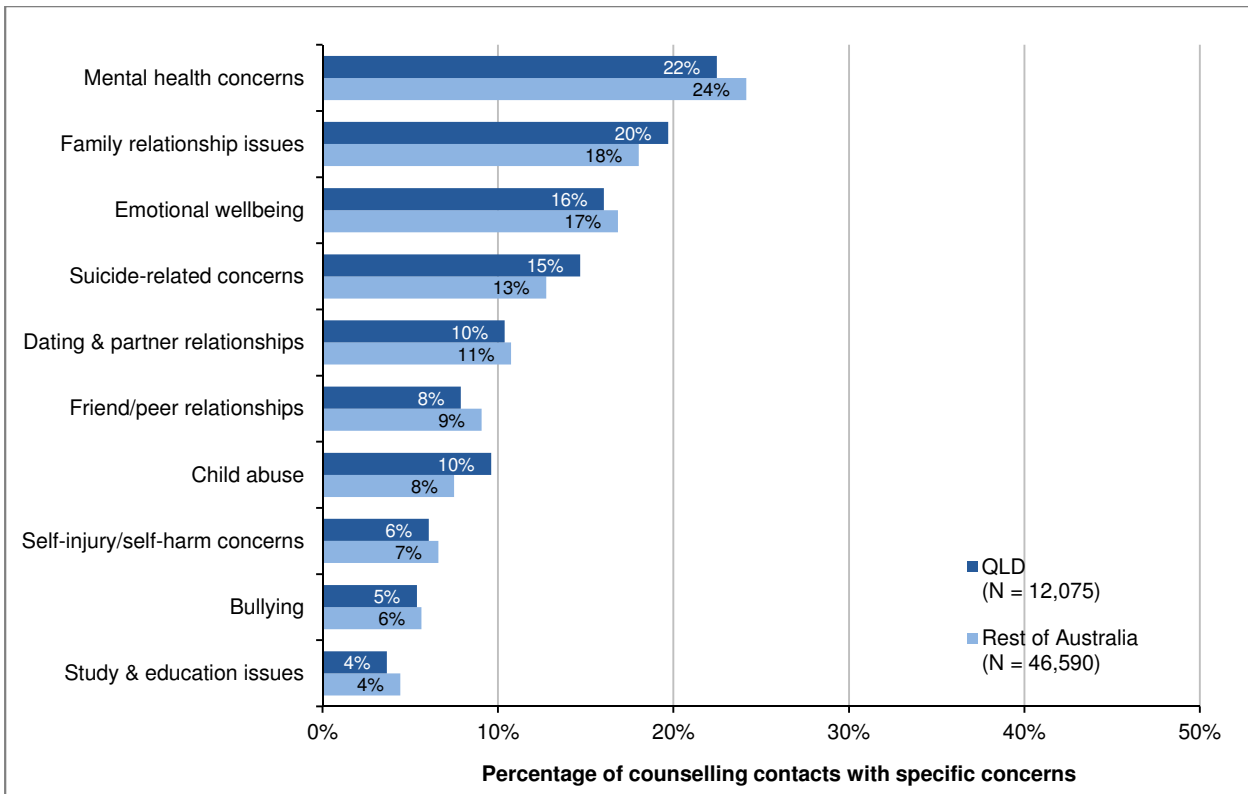
## Most common concerns of children and young people who received counselling

During 2016, Kids Helpline counsellors responded to 66,963 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.

### QLD compared with rest of Australia

- State or territory information was available for 58,665 of these 66,963 counselling contacts and of this subset 12,075 (or 21%) were known to be from QLD.
- Figure 1 shows the 10 most common concerns of QLD counselling contacts in 2016 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 QLD 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 1. Most frequently recorded concerns of Kids Helpline counselling contacts 2016 aged 5-25 years – QLD compared with the rest of Australia** (sorted in descending frequency of QLD concerns)<sup>1</sup>



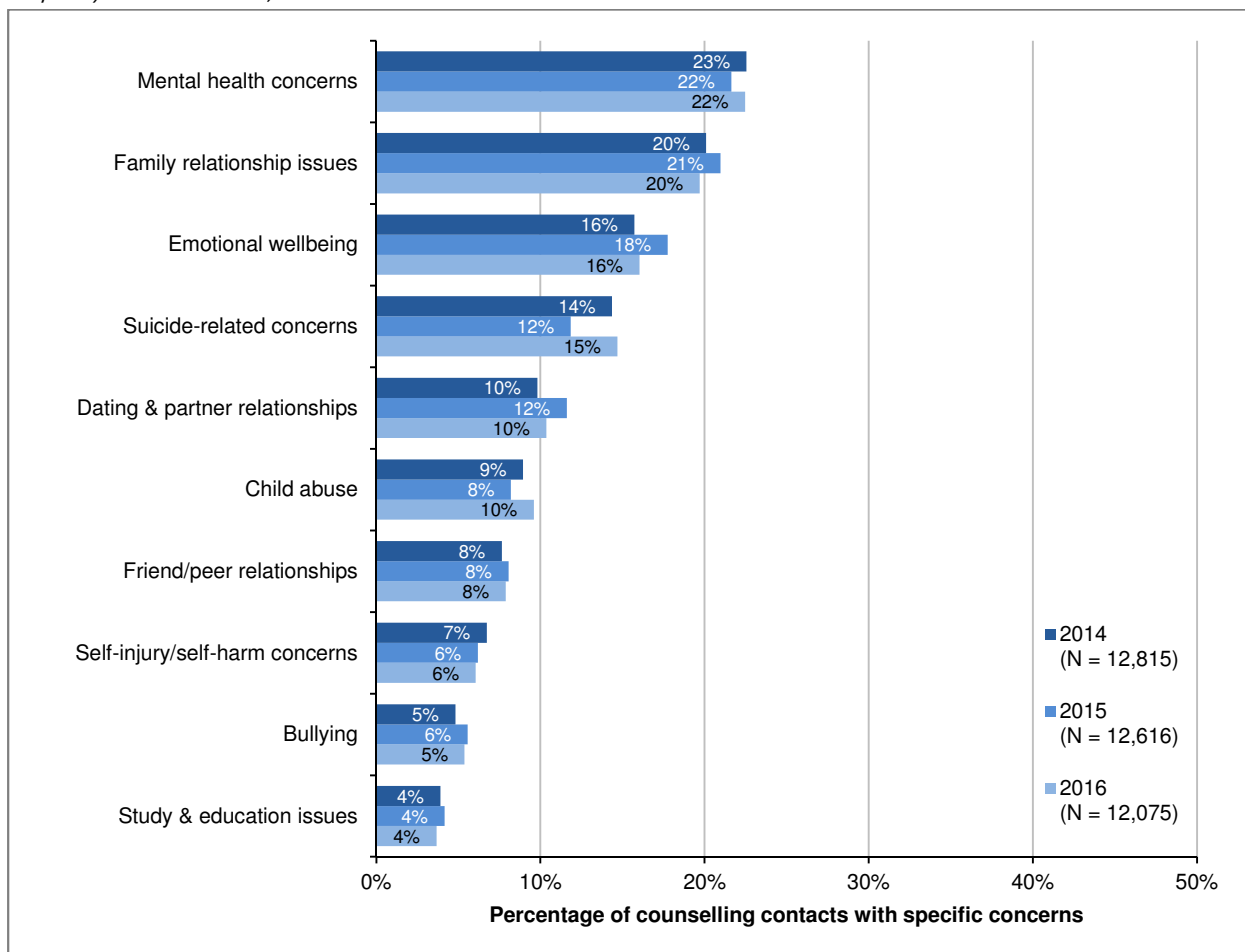
1. Up to four concerns per contact may be recorded. Accordingly, percentages may sum to more than 100%.

### Trends over time

Figure 2 shows the 10 most common concerns of QLD counselling contacts in 2016 and compares this with the frequency with which these concerns were raised by QLD contacts in 2014 and 2015.

- The key observation to be noted from the data is that the frequency with which children and young people in QLD are contacting Kids Helpline about these concerns has remained consistent over the short-term.

**Figure 2. Most frequently recorded concerns of QLD Kids Helpline counselling contacts aged 5-25 years – by year (sorted in descending frequency of 2016 concerns)<sup>1</sup>**



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 4 reports the frequency with which *every concern* in the Kids Helpline’s concern classification system was raised by counselling contacts from QLD in 2016 and compares this with the frequency with which the concern was raised in 2014 and 2015. Table 4 groups individual concerns under eleven ‘concern classes’ which aggregate frequencies across conceptual clusters of client concern.

- The key observation to be noted from the data in Table 4 is that the frequency with which children and young people in QLD are contacting Kids Helpline about all these different concerns and classes of concern is quite consistent over the short-term.

**Table 4. Number and proportion of Kids Helpline counselling contacts 5-25 years with particular concerns and classes of concern – QLD by year<sup>1</sup>**

Concern and concern class	2014 (N = 12,815)		2015 (N = 12,616)		2016 (N = 12,075)	
	n	%	n	%	n	%
<b>Mental health &amp; emotional wellbeing</b>	<b>6,798</b>	<b>53.0%</b>	<b>6,528</b>	<b>51.7%</b>	<b>6,400</b>	<b>53.0%</b>
Mental health concerns	2,891	22.6%	2,729	21.6%	2,713	22.5%
Emotional wellbeing	2,014	15.7%	2,239	17.7%	1,937	16.0%
Suicide-related concerns	1,839	14.4%	1,494	11.8%	1,773	14.7%
Self-injury/self-harm concerns	862	6.7%	780	6.2%	730	6.0%
Loss and grief	524	4.1%	444	3.5%	377	3.1%
<b>Friends, peers, partners &amp; dating</b>	<b>2,173</b>	<b>17.0%</b>	<b>2,410</b>	<b>19.1%</b>	<b>2,149</b>	<b>17.8%</b>
Dating and partner relationships	1,257	9.8%	1,464	11.6%	1,252	10.4%
Friends/peer relationships	981	7.7%	1,017	8.1%	952	7.9%
<b>Family relationships</b>	<b>2,576</b>	<b>20.1%</b>	<b>2,646</b>	<b>21.0%</b>	<b>2,379</b>	<b>19.7%</b>
Child-parent relationships	1,816	14.2%	1,891	15.0%	1,702	14.1%
Other family relationships	516	4.0%	506	4.0%	470	3.9%
Changing family structures	365	2.8%	386	3.1%	338	2.8%
Parenting own children	40	0.3%	46	0.4%	41	0.3%
<b>Identity &amp; self-concept</b>	<b>865</b>	<b>6.7%</b>	<b>831</b>	<b>6.6%</b>	<b>728</b>	<b>6.0%</b>
Self-concept (global)	524	4.1%	471	3.7%	349	2.9%
Body image	142	1.1%	141	1.1%	135	1.1%
Sexual orientation	123	1.0%	136	1.1%	134	1.1%
Gender/sex identification	51	0.4%	63	0.5%	91	0.8%
Disability-related concerns	34	0.3%	36	0.3%	30	0.2%
Cultural identity	13	0.1%	14	0.1%	15	0.1%
<b>Violence &amp; abuse (non-family)</b>	<b>1,056</b>	<b>8.2%</b>	<b>1,057</b>	<b>8.4%</b>	<b>1,023</b>	<b>8.5%</b>
Bullying - school related	520	4.1%	559	4.4%	547	4.5%
Bullying - other	109	0.9%	151	1.2%	114	0.9%
Sexual assault or abuse (non-family)	261	2.0%	149	1.2%	201	1.7%
Dating and partner violence	100	0.8%	106	0.8%	86	0.7%
Harassment and assault (non-sexual)	64	0.5%	68	0.5%	60	0.5%
Sexual harassment	33	0.3%	46	0.4%	38	0.3%
<b>Child abuse &amp; family violence</b>	<b>1,146</b>	<b>8.9%</b>	<b>1,035</b>	<b>8.2%</b>	<b>1,160</b>	<b>9.6%</b>
Physical abuse	546	4.3%	508	4.0%	577	4.8%
Sexual abuse	319	2.5%	218	1.7%	232	1.9%
Emotional abuse	245	1.9%	253	2.0%	304	2.5%
Neglect of child	54	0.4%	55	0.4%	58	0.5%
Exploitation by family member	4	0.0%	1	0.0%	1	0.0%
Exposure to family violence	95	0.7%	99	0.8%	115	1.0%
Living-in-care issues	49	0.4%	57	0.5%	57	0.5%
<b>School, education &amp; work</b>	<b>707</b>	<b>5.5%</b>	<b>733</b>	<b>5.8%</b>	<b>631</b>	<b>5.2%</b>
Study and education issues	501	3.9%	524	4.2%	443	3.7%
Employment issues	138	1.1%	167	1.3%	140	1.2%
School authority issues	74	0.6%	55	0.4%	54	0.4%
<b>Physical or sexual health &amp; development</b>	<b>718</b>	<b>5.6%</b>	<b>641</b>	<b>5.1%</b>	<b>580</b>	<b>4.8%</b>
Physical health concerns	394	3.1%	322	2.6%	300	2.5%
Pregnancy-related concerns	147	1.1%	147	1.2%	133	1.1%
Sexual activity	132	1.0%	139	1.1%	123	1.0%
Physical/sexual development	29	0.2%	20	0.2%	19	0.2%
Contraception/safe sex	32	0.2%	22	0.2%	22	0.2%
<b>Homelessness &amp; basic needs assistance</b>	<b>500</b>	<b>3.9%</b>	<b>491</b>	<b>3.9%</b>	<b>516</b>	<b>4.3%</b>
Homelessness	330	2.6%	303	2.4%	323	2.7%
Practical/material assistance	129	1.0%	160	1.3%	153	1.3%



Concern and concern class	2014 (N= 12,815)		2015 (N= 12,616)		2016 (N= 12,075)	
	n	%	n	%	n	%
Financial assistance/concerns	47	0.4%	45	0.4%	57	0.5%
<b>Substance use, addictions &amp; risk-taking</b>	<b>308</b>	<b>2.4%</b>	<b>285</b>	<b>2.3%</b>	<b>278</b>	<b>2.3%</b>
Drug use	203	1.6%	175	1.4%	169	1.4%
Alcohol use	83	0.6%	87	0.7%	87	0.7%
Addictive behaviours (not drugs/alcohol)	21	0.2%	18	0.1%	24	0.2%
Physical risk-taking	15	0.1%	9	0.1%	6	0.0%
Gang/cult involvement	5	0.0%	6	0.0%	4	0.0%
<b>Offending, abusive or violent actions</b>	<b>153</b>	<b>1.2%</b>	<b>135</b>	<b>1.1%</b>	<b>140</b>	<b>1.2%</b>
Illegal/offending behaviour	85	0.7%	80	0.6%	57	0.5%
Abusive or violent actions	58	0.5%	48	0.4%	77	0.6%
Sexual violence/offending actions	13	0.1%	9	0.1%	6	0.0%

1. 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.



**24/7 HELP FOR CHILDREN AND  
YOUNG PEOPLE AGED 5–25 YEARS**

**Kids Helpline  
1800 55 1800  
kidshelpline.com.au**

This regional report is supported by the **Kids Helpline Insights 2016: National Statistical Overview**, which provides extensive data about the issues affecting children and young people across Australia, and the **Kids Helpline Insights 2016** summary report.

These can be accessed at  
**[kidshelpline.com.au/reports](http://kidshelpline.com.au/reports)**

**Contact us:**

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**Media contact:**

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[media@yourtown.com.au](mailto:media@yourtown.com.au)

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