

Release: Hello Sunday Morning farewells Chris Raine, welcomes new CEO

Sydney, 21 May, 2020: 10 years following an experiment to give up drinking for a year, Hello Sunday Morning founder and CEO Chris Raine will pass the baton to Andy Moore, who will become the not-for-profit's CEO from 1 June 2020.

Hello Sunday Morning was born in 2009 when Chris - a nightclub promoter at the time - blogged about the challenges and successes of this experiment when he woke up hangover-free on Sunday's, signing off with, *"Hello, Sunday morning!"*. First extending the challenge to his flatmate, by 2014 Hello Sunday Morning had grown into the world's largest online community of people supporting each other to change their behaviour around alcohol.

This community has now merged into a key health technology offering – a program called Daybreak, which supports a community larger than that of Alcoholics Anonymous in Australia. The Daybreak app provides access to a supportive online community, self-guided behavioural interventions, and access to psychologists and counsellors to help people reduce harms from drinking. The app has considerable reach, with more than 50,000 Australians having used the program since 2016.

"There is no doubt that Chris has been a game-changer in the alcohol intervention space. He has done what no one else has done in the health technology field, building an online intervention that reaches thousands of people simultaneously to help them change their relationship with alcohol. COVID-19 has demonstrated how critical that technology has been and will continue to be," said John Rogerson, Chairman of Hello Sunday Morning.

"Chris leaves the organisation in the strongest position its been in over the last ten years: strong federal government funding; philanthropists and foundations which continue to support the vision and work of Hello Sunday Morning; and, a team that is absolutely committed to seeing real impact in the lives of people who need support with their alcohol use."

"It has been an immense privilege to be part of a team that changes lives. Hello Sunday Morning would not be where it is today without the hundreds of thousands of supporters, our wonderful corporate partners, philanthropists and State and Federal Government support," said Chris Raine, outgoing CEO of Hello Sunday Morning.

Andy Moore will join Hello Sunday Morning as CEO from Royal Flying Doctor Service of Australia, where he was General Manager of Marketing and Fundraising. Andy has a Master of Public Health and a background in national policy development (in Hong Kong) as well as cancer control education and advocacy.

“Andy has a wealth of experience in building strong collaborative teams, managing a team of around 40 people.” said John Rogerson.

“The Board looks forward to working with Andy and being guided by his experience to set Hello Sunday Morning up for its next phase of growth. Andy’s strengths lie in his laser-sharp strategic focus and ability to implement that strategy with a strong team.

“Andy has also built excellent relationships with funders and has built strong relationships in the health field.”

“I am so excited to take over the reins of Hello Sunday Morning. The organisation is only 10 years old, but has already had a major positive impact on the health of many thousands of people by changing our relationship with alcohol. But as with many long-term population-based health issues, we’re only just scratching the surface. I am looking forward to growing its services to reach even more people, so that a healthy relationship with alcohol becomes the norm in our community,” said Andy Moore.

Chris Raine will continue on the Board of Hello Sunday Morning.

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About Daybreak

Around 400,000 Australians need access to treatment for alcohol problems, and of those who do get seen, 70 per cent won’t get sufficient help because existing treatment services are unscalable and expensive. *Daybreak* is an online program that helps people change their relationship with alcohol through a supportive community, habit-change experiments, and one-on-one chats with health coaches. Not only can this provide valuable and anonymous support for individuals in need, it is also able to reduce the burden on the hospital system. Since 2016, *Daybreak* has been available across the PHN (Primary Healthcare Network), and since 2018 it has been funded by the Federal Government. More than 5,000 clients remain active in the program each month.

About Hello Sunday Morning

Hello Sunday Morning is an organisation based in Sydney, Australia. Its mission is to help people to change their relationship with alcohol, and to provide them with the tools for doing that.

Hello Sunday Morning was born in 2009 when CEO, Chris Raine, undertook a year-long experiment to quit drinking. A nightclub promoter at the time, Chris blogged about the challenges and successes of this experiment when he woke up hangover-free every Sunday Morning, signing off with, “Hello, Sunday

morning!” First extending the challenge to his flatmate, by 2014 Hello Sunday Morning had grown into the world’s largest online community of people supporting each other to change their behaviour around alcohol.

This community has now merged into our key offering – a program called *Daybreak*. The *Daybreak* program is helping people to change their drinking habits one day at a time. *Daybreak* is a digital service that people can access through either an app or the web. It provides an anonymous and supportive environment for consumers to set alcohol change goals and to then work with health professionals to achieve them.

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