



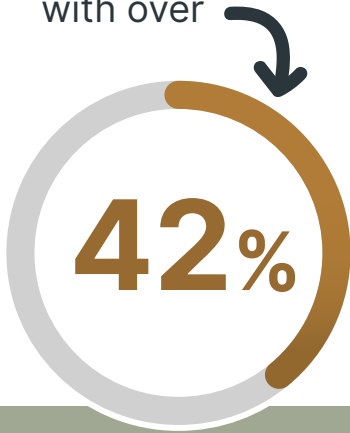
On The Ground:

**My Mirror's
Annual
Mental Health**

Review

Australian Mental Health

Australia continues to face a significant mental health burden, with over



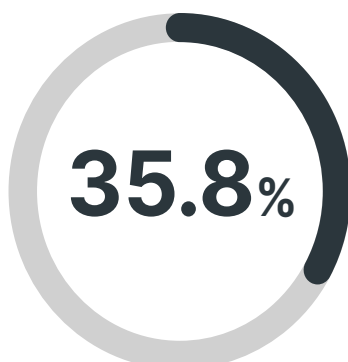
of all Australian adults experience a mental disorder in their lifetime¹.

According to the 2022 National Study of Mental Health and Wellbeing, prevalence is highest for anxiety (28.8%)¹, followed by mood disorders such as depression (16%)¹.

In addition to diagnosed mental disorders, the national survey also tracks psychological distress - a broader measure that captures ongoing stress, anxiety and low mood that are impacting day to day life. **In 2022, the survey found that 14% of adults were experiencing high or very high levels of psychological distress¹.**

However, high rates of mental health conditions do not always translate into people receiving support. Four in five people with a mental health condition recognised the need to seek professional support.² Of these:

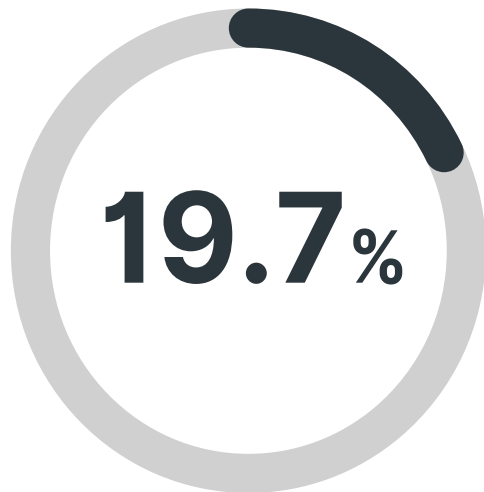
More than one in three delayed or missed at least one appointment².



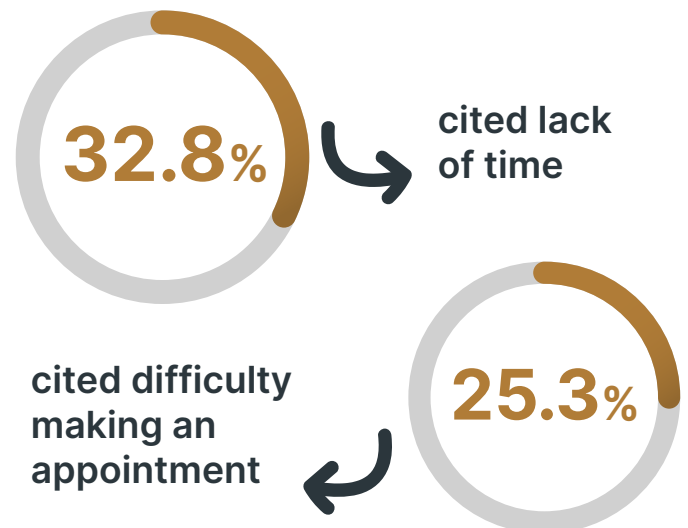
Over 5% did not see a health professional at all, despite knowing they needed care².



Almost one in five people reported delaying or not seeing a mental health professional when needed because of cost.



Time and availability also play a significant role.



as reasons for going without needed health care³.

In late 2025, changes to the Better Access program - the federally funded Medicare scheme that provides rebates for some mental health services - further reshaped how Australians access subsidised psychological care, tightening some referral and telehealth rules while aiming to improve equity and integration⁴. Early feedback from GPs and the Australian Psychological Society (APA) has raised concerns that these changes may make it more difficult for some people to find care, at least in the short term, on top of the existing barriers of cost, time and appointment availability⁵

These patterns provide important context for understanding how digitally delivered psychology services, can complement traditional care and broaden access to support.

The 2025 My Mirror data that follows shows online therapy being used at increasing scale, with higher year-on-year demand across the board. We describe our observations on funding pathways, and evolving service demographics, as well as changes in aggregated mental health check-in scores which signal reductions in reported distress for many help seekers. Together, this suggests that online therapy is becoming a more common and accessible way for Australians to seek mental health support.

The information that follows is based on internal data from My Mirror's 2025 records.

It is intended to inform not only practitioners but also policymakers, sector partners, and any Australians seeking to understand changing trends in help-seeking and mental health outcomes.

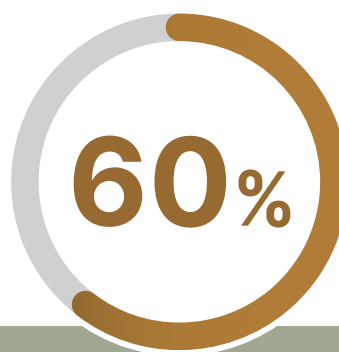
Important notes on this report

- All data in this report is aggregated, de-identified and in line with our Privacy Policy. No individual person can be identified from these figures.
- The information is descriptive and intended for education and sector discussion, and it is not a promise of individual outcomes.
- Psychological outcomes vary from person to person and depend on many factors, including personal circumstances, preferences and other supports.

My Mirror Quantitative Trends

Uptake and Service Growth

- Compared with 2024, 2025 saw the average monthly volume of psychology sessions increase by over

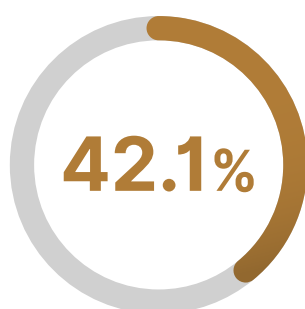


indicating a strong demand for online psychology services.

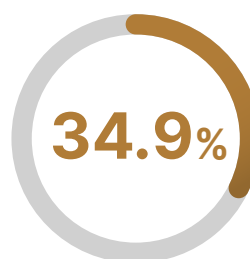
This growth may indicate increased uptake and reliance on online mental health solutions, likely driven by increased public awareness, expanded online service profiles, and broader shifts in help-seeking behaviour.

Funding Pathways and Barriers

- A growing proportion of help seekers are recorded as accessing sessions without a Mental Health Treatment Plan (MHTP):



in 2025
(up from)

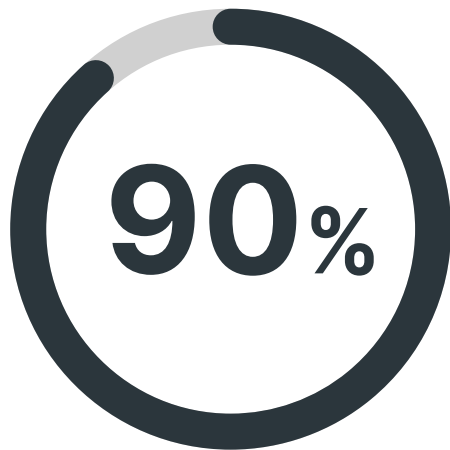


in 2024

This increase may reflect easier self-access options, diverse funding arrangements (such as employer or insurer funded programs), or continued barriers to traditional GP pathway access. It suggests online therapy is reaching Australians outside traditional rebate models.

Session Engagement and Access

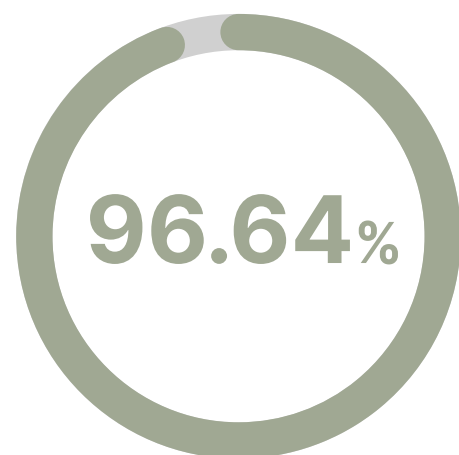
- Appointments were available within 24 hours across both 2024 and 2025 for more than 90% of the days in the year.



We saw an average time from booking to first session of 7.15 days and the average time between booking and subsequent sessions at 17.46 days - indicating timely access to appointments with most people preferring to book at a time convenient for them.

Average sessions per help seeker remained stable at 4.54 (compared to 4.49 in 2024), indicating consistent engagement patterns.

- Almost all sessions (96.64%) are delivered in the standard 50-minute format, with smaller proportions accessing 20 min sessions (1.25%) and 2.11% accessing 80 min couples sessions.

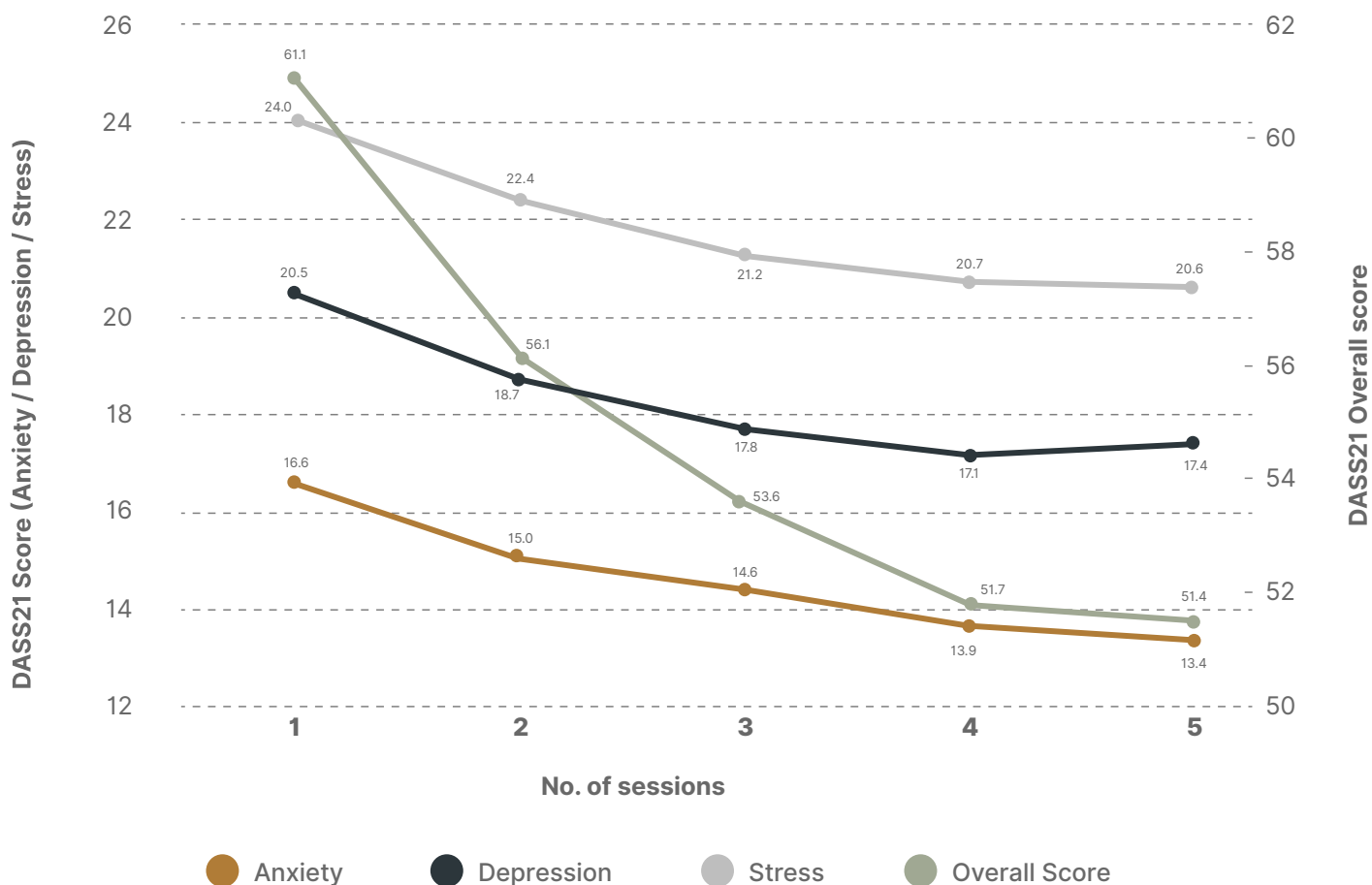


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Help Seeker Check-in Scores and Progress

My Mirror uses the DASS-21 (Depression Anxiety Stress Scales) as a standardised self-report check-in tool during care. The DASS-21 asks help seekers to rate 21 statements about their wellbeing, producing three sub scores for depression, anxiety and stress, as well as an overall psychological distress score. Scores do not provide a diagnosis, but indicate whether symptoms sit in the normal, mild, moderate or severe range⁷ and how they change over time.

Average DASS21 Scores over No. of Sessions



- In 2025, help seekers typically started in the moderate range for depression and stress, and the severe range for anxiety: at 1st session, average anxiety was 16.6, depression 20.5 and stress 24.0.
- By session 3-4, average anxiety scores had shifted from the severe into the moderate range, and by session 5 had continued to fall to 13.4.
- Average depression and stress scores moved from the upper to the lower end of the moderate range by session 5 (depression 17.4, stress 20.6).
- Compared with 2024, first session distress levels were slightly lower in 2025 help seekers and the overall pattern of change through to session 5 was similar, indicating a broadly consistent trajectory in average DASS 21 scores across both years.

These patterns describe observable, aggregate-level trends in aggregated self-report data and should not be interpreted as guarantees of individual outcomes. Distress is influenced by many factors, and individual responses to therapy vary.

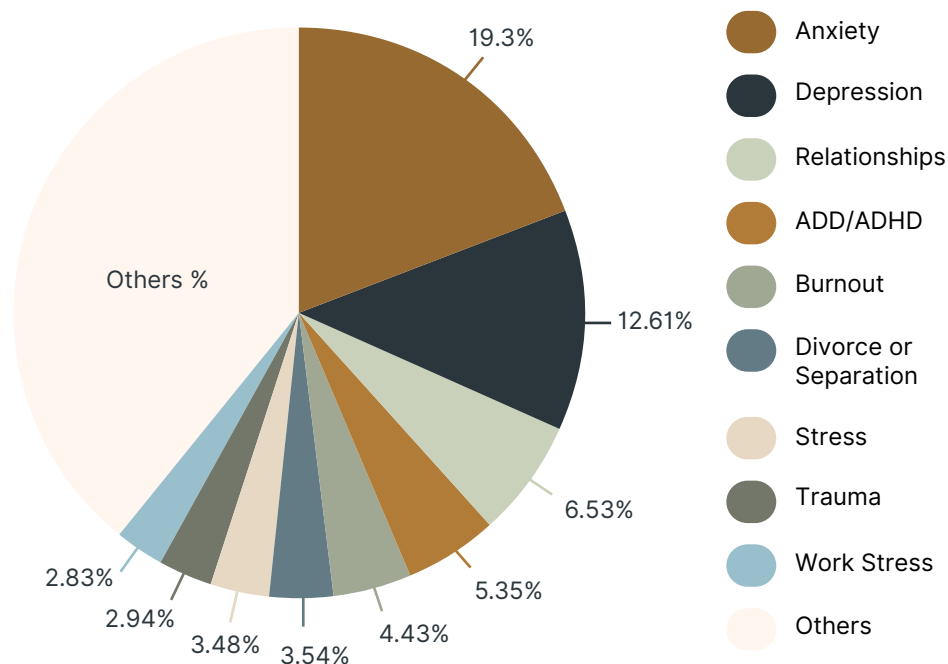
Presenting Issues and Clinical Focus

- Anxiety (19.3%) and depression (12.61%) remain the most common reasons for seeking support, consistent with national prevalence patterns¹.
- Beyond anxiety and depression, a diverse case base reflects the breadth of mental health and wellbeing areas of focus: relationships (6.53%), ADD/ADHD (5.35%), burnout (4.43%), work stress (3.54%), trauma (3.48%), family (2.94%), and PTSD (2.83%) together represent substantial portions of the caseload.
- This reinforces that online therapy may be helpful in a wide spectrum of psychological and situational mental wellbeing needs in the Australian community.

Area of Focus

Others

- Family (3.22%)
- PTSD (2.91%)
- Anger (2.3%)
- Grief and Loss (2.26%)
- Life Transitions (1.85%)
- Career (1.66%)
- Domestic Violence (1.65%)
- Low Mood (1.59%)
- Addiction (1.32%)
- Bipolar Disorder (1.15%)
- Communication (1.15%)
- Alcohol and Dry Use (1.13%)
- Personality Disorder (1.08%)
- Autism Spectrum Disorder (0.99%)
- Self-Development (0.79%)
- OCD (0.69%)

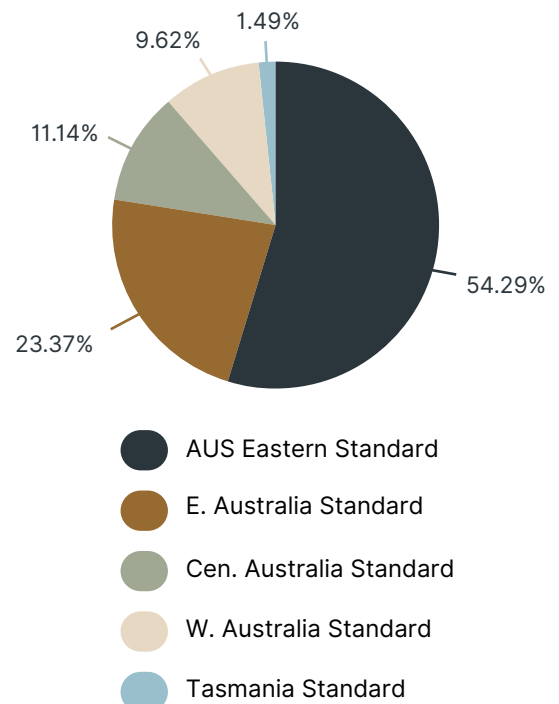


Who Is Using Online Therapy

Geography

- More than half (54.29%) of all help seekers are located in Australian Eastern Standard Time zones, reflecting high urban concentration in eastern Australia.
- Australian Central (23.37%), Western (11.14%), and other time zones together make up the remainder, with 32.8% of the total identified as rural - demonstrating meaningful reach into regional and remote Australia.
- This geographic spread supports online therapy's potential to extend access beyond major metropolitan centres.

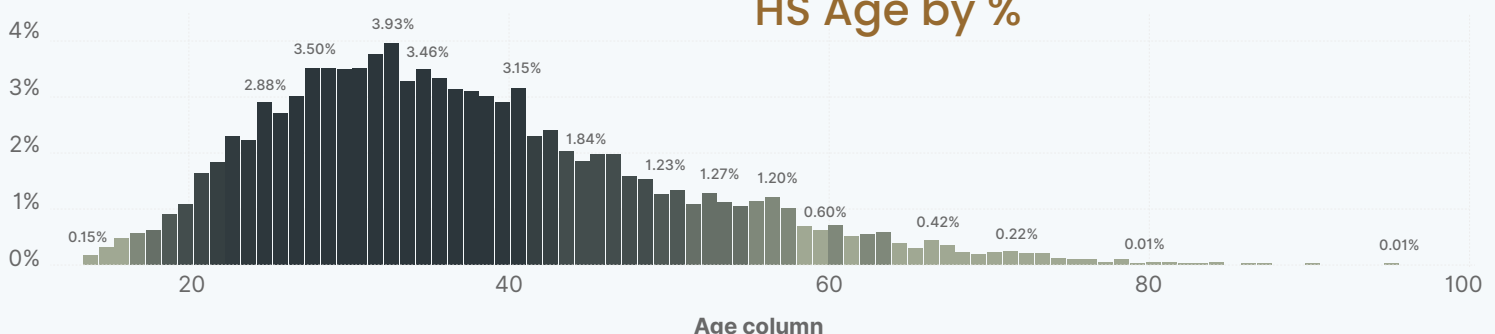
%HS by HS Timezone Id



Age

- The core demographic of help seekers who signed up in 2025 spans working-age and mid-life adults: 29-44 years (48.4%), followed by 45-60 years (19.3%), 13-28 years (27.5%), and 61+ years (4.9%).
- This pattern aligns with life stressors around employment, family responsibilities, and life transitions, and may also reflect higher digital adoption among younger cohorts.

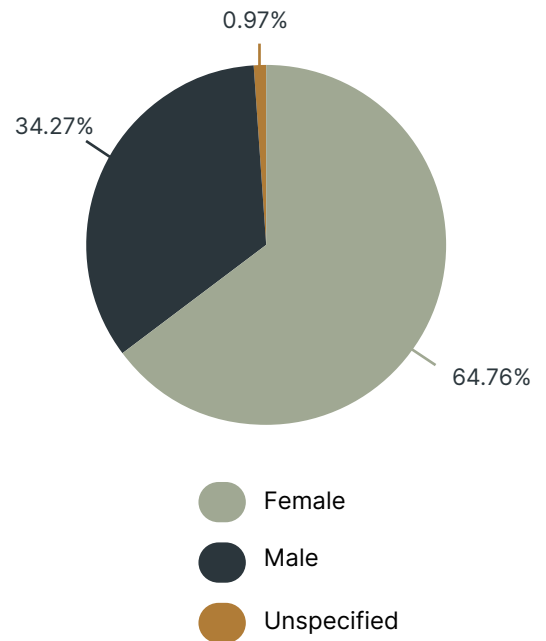
HS Age by %



Gender

- Women comprise 64.76% of help seekers, men 34.27% and 0.97% identifying as another gender or choosing not to nominate a gender.
- This proportion is slightly lower than the 2024 figure of 65.72% for women but remains higher than sector averages and reflects well-documented gender patterns in help-seeking behaviour¹.

HS by Gender



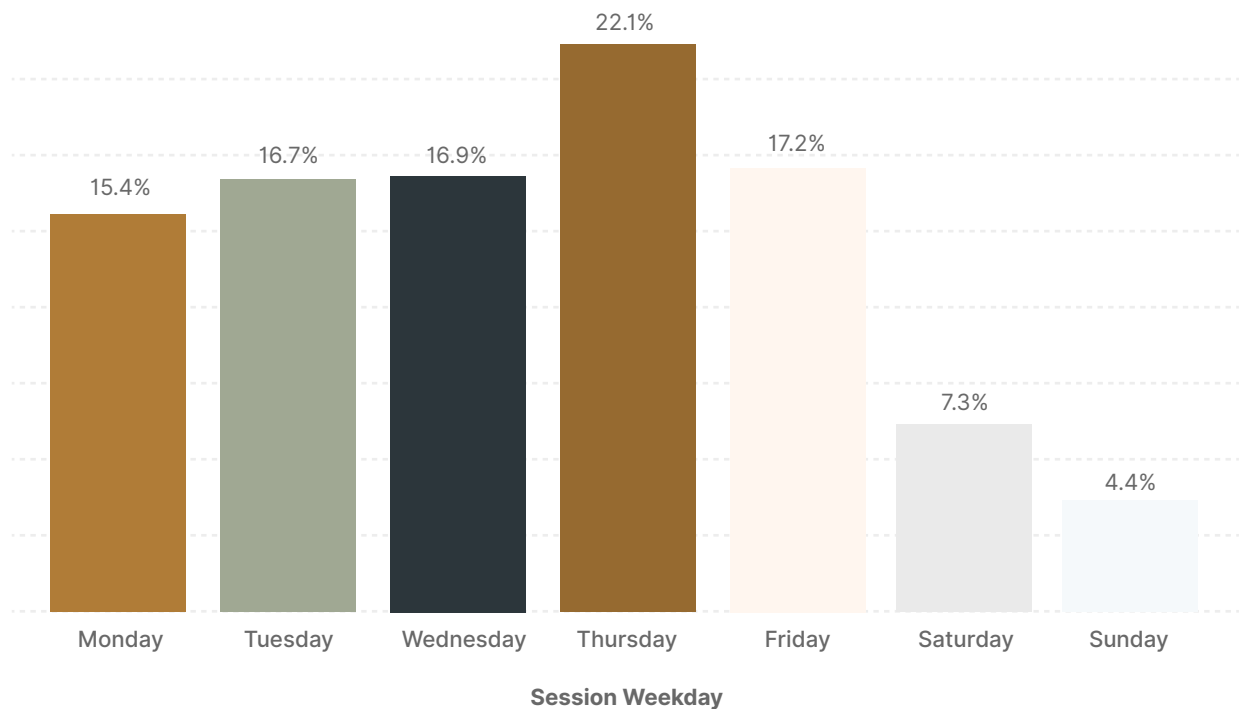
How Is Online Therapy Paid For and Delivered?

- In 2025, Medicare related sessions - including bulk billed, gap and gap concession appointments - together accounted for around 45% of all sessions (17.83% bulk billed, 27.02% gap and 0.40% gap concession) underpinning accessibility for many Australians.
- Third-party payer funded arrangements made up 35.03% of sessions, while privately funded care accounted for 16.41%.
- Smaller funding pathways make up the remaining 3.31% including workers compensation claims and insurance.
- The diversity of funding pathways and session types suggests that My Mirror is accessed via multiple financial routes - Medicare, partner programs and direct pay - supporting flexibility for different help seekers.

Temporal Trends

- Session activity throughout 2025 shows sustained and growing demand across the calendar year, with modest seasonal softening only evident over the summer holidays.
- Weekly activity patterns show pronounced weekday clustering: Thursday recorded the highest average weekly session volume, while Saturday and Sunday showed substantially lower activity.
- This pattern is consistent with help-seekers engaging in online therapy during standard working weeks, with weekend access remaining lower but present.

Average No. Completed Sessions per Weekday



Commentary and Actionable Insights

- Australians appear to be increasingly using online psychology for mental health and wellbeing needs, with evidence from My Mirror's internal data showing patterns of reduced self-reported distress among many help seekers over time.
- Growth in help seekers without an MHTP (up to 42.1%) suggests that diverse funding and self-access pathways are opening up, which may partly offset potential access barriers created by recent policy changes, and signals that people are navigating the healthcare system outside traditional rebate routes.
- Anxiety, depression, and stress predominate as the "Area of Focus" which is self-reported by our help seekers, but the diversity in this area suggests that online therapy is meeting a broad spectrum of psychological and situational needs.
- Future work may include deepening the evidence base through sector-wide benchmarking, exploring the intersection between online therapy and policy changes to access and funding, and identifying service enhancements that support equity across age, gender, and geography.
- The year-on-year growth in demand for sessions and help seeker numbers indicates strong, sustained demand and successful market penetration beyond early adopters.
- The clinical changes visible in DASS-21 check-ins - with early shifts in self-reported scores and further change across the first 10 sessions - indicates a pattern of changing symptom ratings in aggregated data over time.
- Ongoing opportunities exist to enhance reach to underrepresented groups - including men (currently 34% of help seekers) and older adults (61+ years comprise only 4.9%).

References

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