

Company: Reputation by Design, Sydney, NSW
Company Description: Reputation by Design is a specialist marketing agency whose purpose is to proactively design and grow your reputation. We take charge of growing your reputation through our marketing services, with specialties in business award writing and organic social media management. We are professional, efficient and reliable - and award-winning!
Nomination Category: Company / Organization Categories
Nomination Sub Category: Company of the Year - Health Products & Services - Small
Nomination Title: Anytime Counselling



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

Written answers to the questions
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 198 words used.

Led by founder and director Tina Kendall-Davis, Anytime Counselling is the world's first mental health service fully manned by qualified counsellors and unrestricted by location or availability.

Tina lost her father to a fatal heart attack from years of stress on the farm. She realised this tragedy was preventable had her father had access to mental health support and incepted Anytime Counselling in his honour.

Rural and remote Australians experience disproportionately higher rates of mental health issues, including suicide and self-harm (pg2). By increasing access to 100% human-driven counselling services, not AI-triaged or driven, and developed through the lens of the lived experiences of those in regional areas, Anytime Counselling provides a scalable support model that saves lives and impacts families for generations,

They have delivered 4,576 counselling sessions since 2019.

The service eliminates barriers preventing rural people from seeking help: unacceptably long waiting lists, limited local options, and privacy concerns in close-knit communities, affording people choice and control when selecting their therapist.

The team has grown from 2-17 counsellors and has added couples, teens, family, disability, employee and grief counselling (pg3).

Anytime Counselling's service is so groundbreaking it has been recognised with multiple international awards (pg8).

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 248 words used.

1. Saving Lives

Anytime Counselling has reduced rural counsellor waiting times from 6-8 weeks to 24 hours. Last year, they directly saved 22 lives from active suicide consideration and more who were considering and are now not.

2. Expansion

Anytime Counselling has grown from two to 17 active counsellors (pg3-4). In 2022, they provided 408 counselling sessions; in 2023, this grew 561% to 2,698 sessions. They now have a panel of 180 approved counsellors, enabling them to provide 187,000 sessions/year.

3. Women's Services

Anytime Counselling supported not-for-profit Wagga Women's Health Centre from 2002-2024 with heavily-discounted counselling, allowing hundreds of women affected by rape, assault, domestic violence and teen-pregnancy to access support. They also provide free counsellor training to build their internal resources and pass accreditation (pg5).

They helped seven women regain their children last year, previously have lost due to an unsafe home life, and over 100 people regain active/improved employment.

4. Partnerships

Last year, Anytime Counselling partnered with Country Hope, helping 250 regional families support their sick children through city hospital treatments.

5. Pro-Bono

The team provided 238 hours' free counselling sessions to families who couldn't otherwise afford support.

6. Innovation

Anytime Counselling is the first provider of industry-tailored mental health programs, including Anymine Anytime, an EAP service addressing high suicide rates in mining. It's already achieved 3x the industry uptake of traditional EAP services (pg7).

In 2024, they also launched a strategic partnership with iDecide.co to provide end-of-life planning and grief support counselling.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 249 words used.

Anytime Counselling is the world-first mental health service that is 100% manned by counsellors, not chatbots and is unrestricted by location and availability. It is actively reshaping how rural Australians access and view mental health support:

In country areas where mental health services have traditionally been scarce or stigmatised, they are saving lives through immediate intervention, higher return rates (traditionally 3-5 sessions, Anytime Counselling averages 3-10 sessions), and a 63% instance of a partner attending and then seeking support themselves.

Providing interstate counsellors supports people at risk of harm from a perpetrator, as they cannot locate/threaten the therapist's office.

Anonymity is guaranteed, essential in small towns where a familiar car outside a counsellor's office can start rumours.

They offer flexibility that aligns with rural rhythms; clients can connect from their tractor during harvest, between shearing runs, or after the kid's bedtime.

Instead of being stuck with the one available counsellor in town, clients select from a team of experienced professionals who understand rural life.

Anytime Counselling is exploring taking its model global to benefit rural populations worldwide, including Tanzania and the US' Heart Profit. The challenges of distance, stigma, and limited resources are relevant to remote communities everywhere. This is a global first initiative.

Anytime Counselling's unique model is being recognised globally: they won the 2024 Gold Stevie Women in Business Award for Company of the Year (Consumer Services) and placed second in the Rural And Regional Areas Impact category for the 2025 Women Changing the World Award (pg8).

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 243 words used.

Slide2. Research: <https://lifeinmind.org.au/suicide-prevention/priority-populations/rural-and-remote-populations>, and <https://www.aihw.gov.au/suicide-self-harm-monitoring/population-groups/regional-remote-communities>

Slide3-4. Team: Anytime Counselling attracts the very best counsellors by offering a uniquely flexible business model, including the ability to select clients that best suit their experience. They have a waitlist of counsellors eager to join, 99% retention rate and high referral rate. Eg: When a counsellor lost her entire house in the Queensland cyclone last year, she was able to carry on working and earning money, all she needed was a wifi service. Ongoing professional development is also a high priority, including a bespoke training program from worldwide trauma specialist Bessel van der Kolk. This is unique in the Australian industry.

Slide5. Testimonial: Anytime Counselling has helped hundreds of abused and broken women find their feet again. This testimonial reflects the importance of their partnership and the work they do.

Slide6. Website: Anytime Counselling's new website has made it even easier for clients to make contact and retain anonymity. The company has increased user engagement and a clickthrough rate of 6.4%, compared to the 2.5% industry standard. <https://anytimecounselling.com.au>

Slide7. AnyMine Anytime: A bespoke microsite created for the Miner's Association Employee Assistance program. Aimed at reducing the high levels of suicide and to provide ongoing mental health support in a challenging industry. <http://australiasminingeap.com.au>

Slide8. Awards: Anytime Counselling has won multiple international awards due to its world-first approach and its impact on saving lives.

Attachments/Videos/Links:

[Anytime Counselling](#)

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