

Alpha Australia's 2024 Impact

Sharing the Good News in a good way





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Creating room for people to experience Jesus

Alpha Australia exists to serve and support the Church in its mission of making disciples of Jesus Christ by providing free, relevant and effective resources to help anyone explore the big questions of life and unpack the basics of the Christian faith.

By the end of 2024, a total of 953,130 people across Australia have tried Alpha, and we're excited to announce that in 2025, we are set to reach the incredible milestone of 1 million Australians having participated in Alpha! All glory to God for the amazing work He is doing in our nation.





A Year in Review



Alpha is all about sparking
conversations that explore
life, faith and meaning.

Thank you to everyone who made Alpha possible in 2024 - to those who invited someone to Alpha, led a small group, volunteered, gave financially, or prayed earnestly for evangelism in Australia.

Because of your partnership, together we created thousands of spaces for people to hear the gospel, build community, and encounter Jesus.



57,000+
2019

60,000+
2020

78,000+
2021

80,000+
2022

93,000+
2023

Alpha's greatest impact in Australia yet

Over 101,000 people participated in Alpha in 2024 – our highest annual participation on record!

A total of 5,072 Alphas were run via 2,858 churches and organisations. This represents not just numbers, but thousands of individual stories of curiosity, courage, and transformation. This was the biggest year in Alpha Australia's history and we thank God for all He's doing in this nation!



101,440

2024 Participation



National Impact

In 2024, Alpha saw over **101,000** participants across Australia – our greatest annual reach to date!

In 2024, **5,072** Alphas were run across all of Australia, with each state making its own impact.

Queensland: 1,250 Alphas in 2024

New South Wales: 1,237 Alphas in 2024

Victoria: 1,035 Alphas in 2024

Western Australia: 421 Alphas in 2024

South Australia: 350 Alphas in 2024

Tasmania: 133 Alphas in 2024

Northern Territory: 29 Alphas in 2024

Australian Capital Territory: 65 Alphas in 2024

Unknown State: 553 Alphas in 2024



Youth Impact

In 2024, a total of **2,024** Alphas were run for young people, with **41,986** participants.



Family Impact

In 2024, we strengthened our focus on supporting families through several avenues, resulting in a significant impact across Australia. A total of **1,146** Marriage and Parenting courses were run throughout the year, with a grand total of **8,022** participants who were supported to build stronger, healthier relationships.

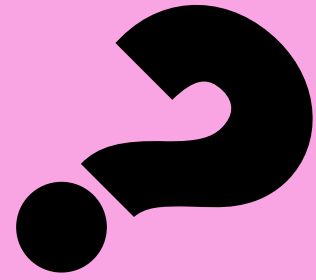


Digital Impact

Through new and engaging campaigns, Alpha's digital reach is growing each year. Over **3 million** Alpha invitations offered through extensive digital outreach.

"[Alpha] was more than just a course, it was a place of deep connection, open discussion, and a **safe space to explore faith**. Alpha helped me understand God's love and presence in a way I had never experienced before."

– Sydney Alpha Participant



Alpha is by the Church, for the Church, and through the Church.

In 2024, 1,472 churches across Australia ran 5,072 Alpha courses, creating spaces for people to explore faith and encounter Jesus.

Church Engagement





Our mission is to serve and support the Church in making disciples of Jesus Christ – and to play our part in the evangelisation of Australia through the renewal of society.

We're committed to supporting churches to cultivate a culture of evangelism, helping them use Alpha as a tool to invite, welcome, and walk alongside those exploring life, faith, and meaning.

Alpha runs in every major Christian denomination in Australia.

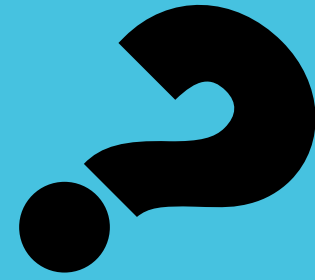


A2A / ACC / Acts Global
/ Anglican / Baptist / C3
/ Catholic / Christian
Community Churches
Australia / Church of
Christ/CRC/Hillsong/INC
/ Lutheran / Pentecostal /
Presbyterian / Reformed /
Salvation Army / Seventh
Day Adventist / Uniting
/ Vineyard / Wesleyan
Methodist / Independent



“Alpha has been our church’s major outreach program and pretty much all our (conversion) growth has come from people doing Alpha, attending the weekend away, getting saved, baptised and then **putting into practice** their gifting. Can’t recommend it highly enough.”

– Andrew, Lifepoint Baptist Church QLD



A total of **2,024** Alpha Youths were hosted, with **41,986** participants.

All across Australia, young people are finding welcoming, safe spaces to bring all their questions and doubts.

Alpha Youth





Gen Z and Gen Alpha are both more connected than any generation in history as a result of digital technology.

This is why our approach at Alpha Youth is not only event-based, but content-driven for digital and social platforms.

In 2024, we reached [290,000](#) people on Instagram and over [329,000](#) on Facebook. Our biggest reach yet!

We have found that creating fresh content for young people provides youth pastors, youth leaders, chaplains, and students more ways to spark faith conversations.





Life Essentials

In 2024, we launched Season Two of Life Essentials. Life Essentials is a collection of short videos filmed and produced in Australia, designed for teenagers to spark faith conversations with their friends. This series was created as a bridging tool; a 'Pre-Alpha' Youth Series. An entire Life Essentials session can be run in under 20 minutes, and each episode explores topics around identity, purpose, belonging and faith. In 2024, 753 Life Essentials courses were run across Australia, representing 16,566 participants.



The Brand New Alpha Youth Series

Made for this generation, the new Alpha Youth Series, featuring four Gen Z Aussie hosts, creatively unpacks the real questions young people have. The release of this series marks a moment in time for Alpha Australia, providing an opportunity to mobilise this generation and the wider Australian Church in a powerful movement of evangelism to see an increase in young people boldly sharing their faith and national awakening to the name of Jesus. This series was launched in Australia in November for those wanting early access to the episodes.



Spheres

Spheres is designed for students who want to share their faith and make a difference in their schools. It's a leadership development opportunity for youth pastors, leaders and chaplains to journey with their students. Spheres Retreat 2024 was our first National retreat, with over 160 young people attending from 5 different states. After the retreat, students opted into 5 online sessions over 6 months, as they received input from local and global speakers and reflected on their evangelistic efforts in their schools and spheres of influence.



"Spheres helped me run Alpha at school and later at uni. It gave me the confidence to lead and share Jesus with others."

– Talitha, former Spheres participant



Wherever Alpha goes, renewal follows.

In 2024, we saw 205 Catholic Church communities using Alpha as a tool to prioritise the evangelisation of our nation and the revitalisation of the Church. A total of 12,792 people participated in Alpha within a Catholic Context; of these – 4,551 were youth!



Catholic Context

Alpha remains a unique tool across the Church that provides a simple, scalable and sustainable way for each and any Catholic to 'look up and look out' as they invite people to discover and develop a relationship with Jesus.

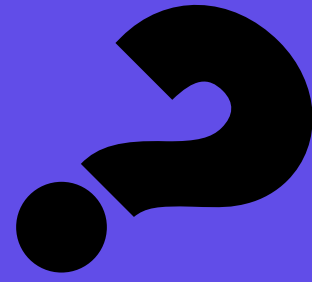
We saw more Alphas across Catholic Dioceses, ecclesial communities, ministries or movements than ever before with 624 Alphas run in 2024, 222 of which were Alpha Youth.

As Alpha continues to grow in the Catholic Church, we are seeing lives changed and communities transformed as leaders find a catalyst for renewal. This renewal was evident in so many ways, including the annual Catholic Conference held in Melbourne in November. The event was at capacity with 250 open-hearted guests in the room and the Holy Spirit was powerfully at work. In short, wherever Alpha goes, renewal follows.



“One student went to an Alpha in her Catholic school in Tasmania... She loved it and wanted to get baptised as a result. Her mum agreed and went with her to the preparation sessions for baptism. Then they both end up getting baptised, and are now all out in the mission of the Church in their local Parish and Diocese.”

– Alpha Leader, Hobart



1,146 Marriage and Parenting courses were run in 2024, with a total of **8,022** participants.

At Alpha, our passion is working hand-in-hand with local churches to address the needs within their communities, starting foremost with families. Recognising the pivotal role of family dynamics in community well-being, we offer a variety of courses that provide practical support for family relationships.



Family Impact



Marriage & Pre-Marriage Courses

The Marriage Course and the Pre-Marriage Course act as a bridge between the Church and the local community by recognising the need to go beyond the social, as well as physical, walls of the church to help couples with their relationships. In 2024, [563](#) Marriage Courses were run with [3,941](#) participants, and [479](#) Pre-Marriage Courses were run, with [3,353](#) participants.



Parenting Courses

The Parenting Children Course and Parenting Teenagers Course are for parents and caregivers looking for practical support to strengthen their family relationships. They're for every type of parenting situation – parents, step-parents, prospective parents, etc. In Australia, [58](#) Parenting Children Courses were run in 2024, with [406](#) participants. [46](#) Parenting Teenagers Courses were run in 2024, with [322](#) participants.



“Attending Alpha was one of the best decisions I’ve ever made. The experience allowed me to become part of a [warm and loving community](#). It wasn’t just about the food or the knowledge gained—it was the laughter and meaningful conversations shared around the table that I’ll cherish forever.”

– Emmanuel, Sydney



Digital Impact

Resourcing the Church

At Alpha, our mission is to pave the way for churches to welcome individuals into a relationship with God. In 2024, we focused on crafting content that resonates with guests, simultaneously equipping churches to evangelise effectively and connect with those seeking answers to life's profound questions.





Our reach has grown year after year and 2024 was our biggest yet with over **3 million** Alpha invitations offered through extensive digital outreach.

In 2024 we worked to create a greater online presence through Instagram, Facebook, TikTok, and more. In 2024, Alpha Australia reached over **703,000** people via Instagram, **1.4 million** through Facebook, a total of over **2.1 million** invitations on social media in 2024, in addition to **918,000** through various campaigns and marketing initiatives.



Thank you

When you give to Alpha, you're not just making a one-time impact.

Your investment continues to bear fruit long after you sow the seeds. God is advancing His kingdom in our nation, and we are so thankful for generous partners like you who are participating in the harvest.

alpha.org.au/donate



