

Alpha Australia's 2025 Impact Report

Sharing  
*Good News*  
with Everyone,  
Everywhere





# More room than ever 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.

In 2025, **we saw incredible growth across our nation through Alpha.** From coming alongside church leaders at the Every Generation Tour, to experiencing innovation in the global church with leaders on Leadership Tours in the UK, USA and Canada, to seeing a record number of students attend SPHERES – not to mention seeing more Aussies than ever take up the invitation to explore faith through Alpha – **2025 has been a year of growth and favour.**

As of the end of 2025, **a total of 138,900 people across Australia have tried Alpha**, with more people exploring faith every day as we head into 2026. We're so pleased to have been able to celebrate the milestone of **over one million Australians having participated in Alpha!** All glory to God for the amazing work He continues to bring about in our nation.

**Ben Higgins**  
National Director,

A handwritten signature in black ink, appearing to read "Ben Higgins", with a long, sweeping underline.

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# *A Year in Review*



ALPHA'S GREATEST IMPACT IN AUSTRALIA YET

# Over **138,900** Alpha participants in 2025

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!





# 6,945 Alphas were run via 2,657 churches and organisations in 2025

Thank you to everyone who made Alpha possible in 2025.  
**Because of your partnership**, together we created thousands of spaces for people to hear the gospel, build community, and encounter Jesus.





# 138,900

Alpha Australia Participants in 2025

**101,440**  
2024

**93,000+**  
2023

**80,000+**  
2022

**78,000+**  
2021

**60,000+**  
2020

**57,000+**  
2019

# Each state across Australia contributed significantly towards this National Impact in 2025

Queensland: 1,599 Alphas

New South Wales: 1,719 Alphas

Victoria: 1,545 Alphas

Western Australia: 552 Alphas

South Australia: 540 Alphas

Tasmania: 150 Alphas

Northern Territory: 73 Alphas

Australian Capital Territory: 152 Alphas

Unknown State: 612 Alphas





# Youth Impact

In 2025, a total of **3,017 Alphas** were run for young people, with **60,340 participants**.



# Family Impact

A total of **984 Marriage and Parenting courses** were run throughout the year building stronger and healthier relationships.



# Creative & Digital Impact

Through new and engaging campaigns, Alpha's digital reach is growing each year. In 2025, **over 6.4 million Alpha invitations were offered** through extensive digital outreach.



“[Alpha] was the first few times where I actually engaged in prayer... you don't really get an opportunity to ask yourself those kinds of questions in day to day conversations. They really spoke to something deeper within all of us...”

– Tommy, Adelaide Alpha Participant



# *Church Engagement*



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

**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.





**In 2025, 2,657 churches across Australia ran 6,945 Alpha courses, creating spaces for people to explore faith and encounter Jesus**

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.



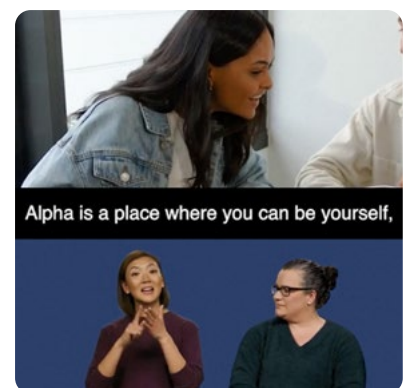


# Alpha in Auslan

**Alpha in Auslan launched on 21 July 2025 after 18 months of collaboration with Bible Society and Wycliffe Bible Translators**, creating a clear and accessible Alpha experience for Deaf and hard-of-hearing communities. **A national launch across Brisbane, Sydney, and Melbourne engaged 180 attendees from over 13 denominations**, successfully introducing Alpha to a largely new audience and modelling fully integrated Deaf and hearing environments.

Anne, an Alpha interpreter leader in Sydney, shared about a guest who had never prayed because she didn't think God could hear her, and didn't think she would be able to hear if God spoke to her. Anne was able to share with her that God sees the heart, and that anyone can 'hear' him in their heart – or even see him signing in their mind.

Early impact has been strong, with genuine excitement, high engagement, and stories of personal transformation emerging from initial groups. **The project has also revealed a significant opportunity for growth, particularly through training and equipping Deaf leaders, with a dedicated training series now in development for 2026.**





# Mission 25

Mission 25 united churches across Australia in Term 2 of 2025 around a shared focus of prayer, invitation, and running Alpha, marking an unprecedented level of collaboration across denominations and regions.

Built on pilots from previous years, the initiative brought together Baptists, Wesleyans, Churches of Christ, and Anglicans, helping drive significant national momentum and contributing to Alpha surpassing 1 million participants. **In 2025, we saw 558 Baptist Alphas, 35 Wesleyan Alpha, and 166 Churches of Christ Alphas.** For the Baptist movement, this marked their first coordinated national evangelistic effort, with leaders noting a new level of unity and mission alignment and a record number of baptisms across Australia.

Beyond immediate results, Mission 25 has established a scalable framework for ongoing collaboration, with many leaders now viewing a regular, unified rhythm of Alpha as central to future mission strategy.

**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**



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“Our partnership with Alpha has helped our movement unite on mission like never before.”

– Rob Simpson, Wesleyan Methodist Superintendent



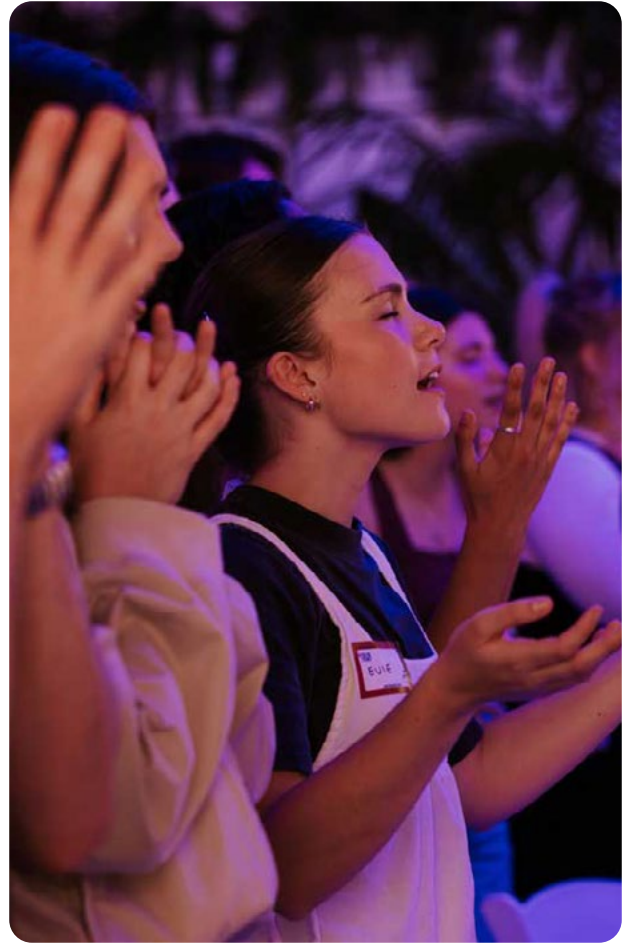
# *Alpha Youth*



# A total of 3,017 Alpha Youths were hosted with 60,340 participants in 2025

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





# Gen Z and Gen Alpha are more connected than any generation in history as a result of the adoption of rapidly innovating digital technologies

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





# 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 2025 was our biggest year yet with **over 305 young people attending** from **6 different states**. After the retreat, students opted into SPHERES Academy – 5 online sessions over 6 months where they received input from local and global speakers and reflected on their evangelistic efforts in their schools and spheres of influence.



# The Alpha Youth Series

Made for this generation, the Alpha Youth Series, featuring four Gen Z Aussie hosts, creatively unpacks the real questions young people have. We've seen a dramatic increase in Alpha Youth Series this year as the wider Australian Church grabs hold of the opportunity to mobilise this generation to see an increase in young people boldly sharing their faith. In 2025, we saw a total of **3,017 Alpha Youth Series** run nationwide.



## Life Essentials

In 2024, we launched Season Two of Life Essentials – and in 2025, we began production of Life Essentials YA, a new series designed especially for young adults, slated for release in 2026.

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 2025, **749 Life Essentials courses** were run across Australia, representing **16,478 participants**.

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“Faith – it’s not a label, it’s an experience. It’s a relationship with Jesus. I think that’s the best thing about Alpha. It’s not about performance, it’s about the real questions. It’s intricately designed to be a different experience for each and every person because it is so personal, and I think that’s the best thing.”

– Rylee, hosted Alpha in her school



# *Catholic Context*



# We saw more Alphas across Catholic Dioceses, ecclesial communities, ministries and movements than ever before

Across Australia, 2025 was marked by increased momentum around the launch of the new Alpha Youth Series and strengthened diocesan and educational partnerships.



# 792 Alphas ran with a total of 15,840 Alpha participants within a Catholic context in 2025

In 2025, we saw Catholic Church communities continuing to use Alpha as a tool to prioritise the evangelisation of our nation and the revitalisation of the Church. A total of **311 Alpha Youths** were run in a Catholic context, with **6,220 participants!**

Alpha increasingly served as a first step to creating an intentional discipleship pathway for young people. Across the country, a growing pattern is emerging: when the emerging generations encounter Jesus through Alpha, families and parishes are renewed.



# From national conferences to school engagement strategies, Alpha increasingly served as a ‘first step’ or the ‘next step’ to animating discipleship pathways



## IGNITE

Alpha had a significant presence at the IGNITE Conferences in Brisbane and Sydney, **Australia’s largest Catholic youth gatherings, reaching more than 3,000 young people**, clergy, educators, and leaders. Through workshops on Alpha Youth, keynote input on parish renewal, mainstage features of the new Alpha Youth Series, and strong exhibition engagement, Alpha was positioned as a practical next step for those stirred toward mission. IGNITE Youth and multiple dioceses have since committed to hosting Alpha Youth for young people who began exploring faith during the conferences, signalling a growing alignment between large-scale youth events and ongoing discipleship pathways.



## The Way of Hope

This momentum extended into The Way of Hope Catholic Conference, hosted by Alpha Australia in partnership with the Archdiocese of Sydney. **More than 250 Catholic leaders gathered for formation, prayer, and strategic envisioning around missionary renewal.** Themes of invitational culture, leadership development, intergenerational evangelisation, and reliance on the Holy Spirit shaped the gathering, reinforcing Alpha not simply as a programme, but as a culture-shaping tool for parish renewal.



## Catholic Education

In parallel, Alpha saw breakthrough systemic engagement within Catholic education. **Plans are now underway for implementation across Melbourne Archdiocese Catholic Schools, encompassing over 125,000 students in 250 schools,** beginning with Alpha for teachers in Term 2 2026, followed by student implementation in Term 3 and future exploration of family engagement. **This represents one of the most significant examples globally of large-scale Catholic educational integration.**

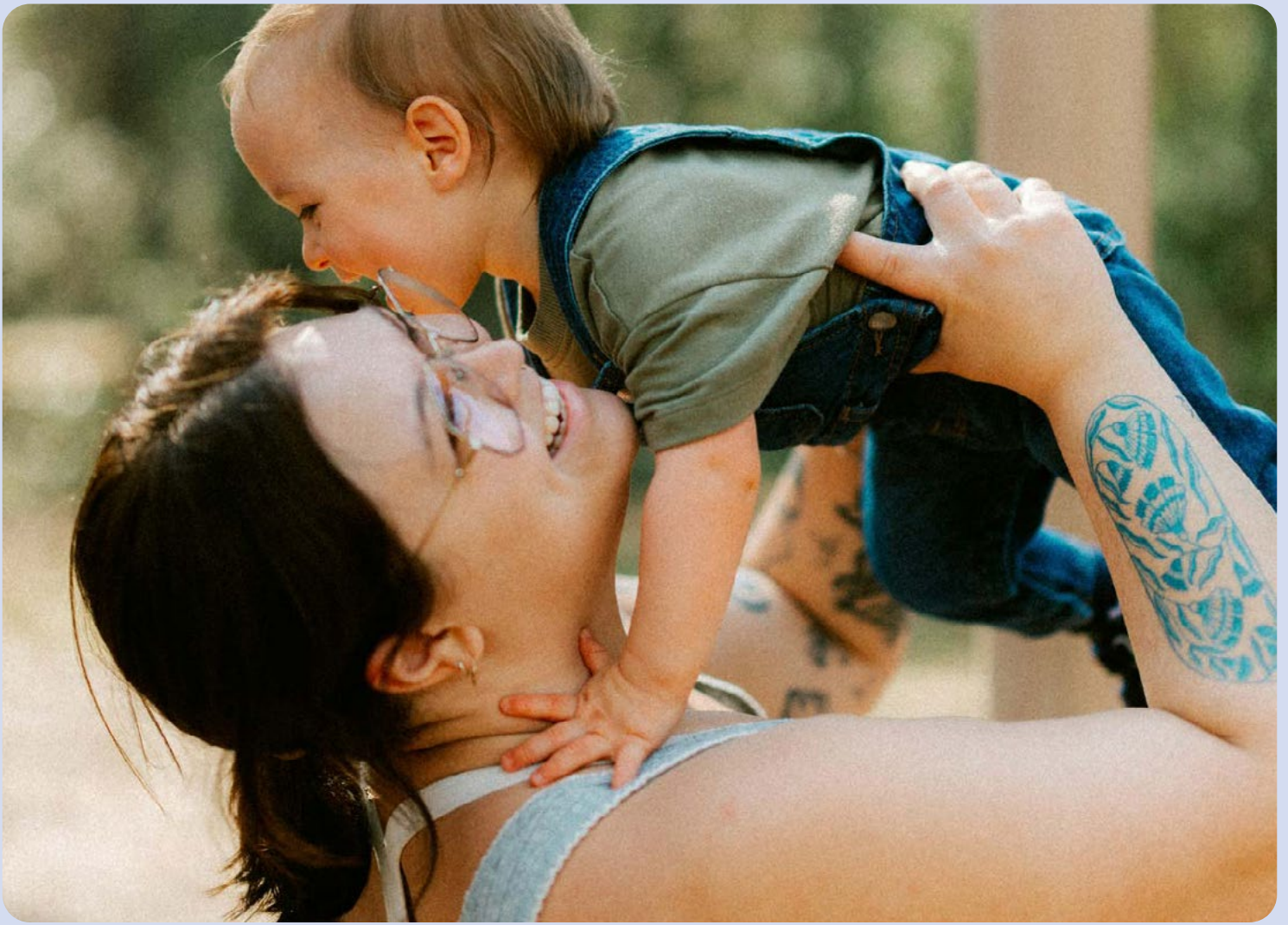
# Wherever Alpha goes, renewal follows



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“It was like coming home because everyone was just so welcoming. And I got to explore questions that I didn’t even know I had.”

- Chili and Elke, Alpha in a Catholic Context Guests in Tasmania



# *Family Impact*



# 984 Marriage and Parenting courses were run in 2025

Recognising the pivotal role of family dynamics in community well-being, we offer a variety of courses that provide practical support for family relationships.



**Working hand-in-hand with local churches**



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 2025, **491 Marriage Courses** and **525 Pre-Marriage Courses** were run.

## Marriage & Pre-Marriage 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, and guardians. In Australia, **82 Parenting Children Courses** and **44 Parenting Teenagers Courses** were run in 2025.

## Parenting Courses



For three years Alpha Australia has facilitated The Marriage Course Experience, an exclusive online event for church leader couples to strengthen their marriages as they work in unique ministry contexts. We facilitate two different language groups, Mandarin and English. In 2025, **we saw 7 couples in our Mandarin group** and **33 couples in our English group** – a total of 40 couples.

# The Marriage Course Experience 2025

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“The Marriage Course not only transformed my marriage, it saved my life. We had been married for three years when my husband and I did the course. We had a traumatic birth, lost another child and we needed real help. Now we have been married for 15 years, we have had twins and I tell everyone to do The Marriage Course.”

– Kirsty, Brisbane



# *Alpha in Prisons*



# Since a swell of opportunity came in 2022, Alpha has more than tripled in the Prison context. 2025 saw **35 Alphas** run across **12 prisons** throughout WA, SA, NSW, TAS and QLD.

*Continue to remember those in prison as if you were together with them in prison...*

– Hebrews 13:3

Responding to the Christian call to remember those in prison, numerous churches and parishes across Australia utilise Alpha in Prisons to ensure that everyone, everywhere regardless of their background, language, age, or beliefs, has the opportunity to explore faith, ask questions, and share their story or experience a personal encounter with Jesus.

Some of these churches and parishes are now also seeing increased opportunities to share this message of hope in Recovery and Residential Rehabilitation Centres, Youth Detention and Immigration Detention Centres.

The impact these volunteers are witnessing is deepening their personal faith, revitalising their churches as they share testimony and pray together, and is ultimately transforming individuals' lives and families beyond bars.

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“There is something extraordinary happening [in the prison here]. I’m blown away by the humility of the prisoners but also the team. The discussion is always open, as the [men] share. Through their stories, we learn what life is like for them in the blocks and their cells. What surprises me is the care they show for each other and how they are other-focused rather than self-focused. It is a very sacred and humble ministry to be an Alpha Prison volunteer.”

– Alpha in Prisons Volunteer

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“I have come to accept Jesus as my saviour during this course, and it has already helped in so many ways. I have forgiven and let go of so much pain, and at the same time I’ve found a new capacity to love and be kind to others.”

– Alpha in Prisons Guest



# *Creative & Digital Impact*



# Over **15 million impressions** and **reached over 6.4 million** unique Australians across Instagram, Facebook, YouTube and Google in 2025



**Our reach has grown year after year  
and 2025 was our biggest yet.**

In 2025, 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.



We ran our Easter Campaign, At the Table, in early 2025. We equipped churches and leaders with invitational materials, highlighting the importance of the table in creating welcoming spaces where any question is welcome and each person's story matters. This campaign provided more Australians with the opportunity to explore faith through Alpha.

## At the Table – Easter Campaign



In September, we launched the For Everyone Everywhere campaign – an initiative designed to provide Alpha hosts with the tools they need to run Alpha for anyone. We created a new set of resources for invitation, including flyers, banners, digital assets, and an impactful hero video to help churches and hosts spread the word, inviting people in to explore faith together. During the campaign period we were able to serve Alpha globally by supplying campaign materials and guidance to several other national Alpha offices.

## For Everyone, Everywhere Campaign

# *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](https://alpha.org.au/donate)

