



Annual Report

FY2024-2025





Acknowledgement of Country

Always was, always will be Aboriginal land.

The Reframing Autism team would like to acknowledge the Traditional Owners of the lands on which we have the privilege to learn, work, and grow. Whilst we gather on many different parts of this Country, the RA team walk on the land of the Awabakal, Bindjareb, Birpai, Whadjak and Wiradjuri people.

We are committed to honouring the rich culture of the Aboriginal and Torres Strait Islander peoples of this Country, and the diversity and learning opportunities with which they provide us. We extend our gratitude and respect to all Aboriginal and Torres Strait Islander peoples, and to all Elders past and present, for their wisdom, their resilience, and for helping this Country to heal.

Artwork: Jordan Ardler, 2021



What We Do

Reframing Autism is a thought leader in the Autism space, using Autistic lived experience and a human rights lens to develop, design and deliver research-informed educational opportunities and resources for the Autistic community and for the families, allies and professionals who support us.

Our free resources include articles, webinars, blogs, podcasts, position statements, and research summaries, and are available online for everyone to access.

We offer a range of free and paid online self-paced learning options, including on-demand webinars, short courses, and professional development opportunities. Our live webinars are presented by those with lived experience and/or experts in their field. We also provide bespoke professional development, presentations, and consultation to the private, public, and research sectors.

[Learn more about Autism and our purpose](#)



A Message from the Chairperson

As we reflect on FY 2024-25, I am filled with gratitude and pride for what we have achieved together. This year has been one of change, resilience, and deepened commitment to our mission: to reframe autism through respect, understanding, and inclusion, led by Autistic voices.

Celebrating our Achievements

This year Reframing Autism continued to lead with authenticity and innovation. Despite the lack of government funding, we experienced phenomenal growth in our digital footprint. Both the number of people accessing our website and the number of times the website was viewed have more than doubled from the previous year. We expanded our catalogue of on-demand courses and webinars, offering important learning opportunities across our audiences. We continued to add to our free resources, making autism-affirming content accessible to thousands more families and professionals. Our reputation as a research partner has gone from strength to strength, as we were active in many research projects as either a researcher or community partner.

Challenges and Resilience

2025 was not without its challenges. Economic pressures and shifting policy landscapes tested our capacity. Yet, through collaboration and creativity, we adapted. Our team embraced co-design principles, ensuring that every solution was informed by lived experience. This resilience is a testament to the strength of our community and the dedication of our staff, volunteers, and partners.



A Message from the Chairperson (continued)

Looking Ahead

As we move into FY2025-26, our focus will be on contributing to the National Autism Strategy, advancing advocacy for inclusive education, and developing new learning opportunities and resources for Autistic adults and families. We will continue to amplify a diversity of Autistic voices, challenge harmful narratives, and build a society where difference is not just accepted but celebrated.

Gratitude

None of this would be possible without you—our community, donors, partners, and team. Thank you for your trust, your support, and your belief in our vision. Together, we are reframing autism and creating a future grounded in respect, inclusion, and hope.

Dania Zinurova

Dania Zinurova
Chairperson



A Message from the CEO

This was an intense year for Reframing Autism. The lack of government funding meant we had to significantly scale back our operations and reduce the size of our team, and those decisions were not easy. At the same time, we had planned for this moment and made careful choices to ensure the organisation could stay stable and focused in this period of transition. While the year was smaller in many ways, it was also about laying the groundwork so we could move towards a bigger, more sustainable FY26.

I am incredibly proud of our team and the community of supporters who stayed alongside us through this period. Despite the funding challenges, we remained committed to valuing lived experience properly. Even without dedicated funding, we continued to pay Autistic people for their expertise, because capturing a diversity of Autistic experiences is central to who we are and how we work – not an optional extra.

As we look ahead, I feel hopeful and clear about where we're going. We enter FY26 with stronger foundations, hard-won lessons, and renewed momentum. Thank you to everyone who stood with us, believed in our work, and helped us keep moving forward, even when the path was unclear.

Sharon Fraser

Sharon Fraser
CEO



Our Impact in FY2024-25



Reached

1.2 mil

website page
views

Provided

5,548

participants with
facilitated and
self-paced
learning
opportunities



Produced

25

free information,
experience, and
advocacy
resources

Contributed to

17

research
projects and
peer-reviewed
research articles



Provided

34

paid work
opportunities for
Autistic
advocates



[Help us continue our vital work](#)



Expanding our reach

Reflecting on FY2024-25, we are proud to report significant growth in the reach of our digital platforms.

Our website was accessed more than 1.2 million times by 683k unique users. Both the views and the unique users have more than doubled from the previous year.

Additionally, our social media audience grew steadily by 17% across our 3 main platforms, totalling 125k followers at the end of FY2024-25.

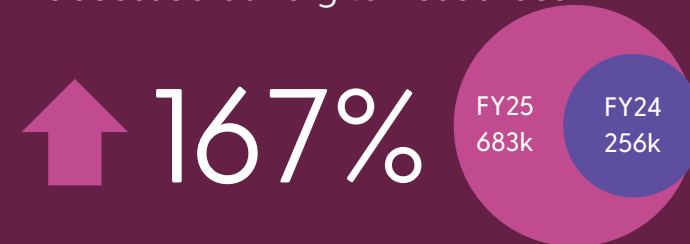
These results highlight both the expanding reach of our digital resources and our commitment to maintaining a trusted connection with our community.



Growth in the number of pages viewed on our website



Growth in the number of people who accessed our digital resources



Education and Training

Reframing Autism runs a range of events for different audiences, including Autistic adults, parents of Autistic children, and professionals working with Autistic individuals and their families.

In FY2024-25 we held **10** online events open to members of the public, on topics such as resilience, sensory differences, parenthood, life stages, transitions, burnout, and more.

In FY2024-25, we provided a total of **5,548** educational opportunities for our community, with 536 people taking part in our facilitated learning programs and 5,012 learners engaging with our on-demand, self-paced courses and webinars.

In addition to our public events, we were engaged to present to various organisations and groups throughout the year. We also strengthened our learning credentials by working with higher-education partners, including universities and TAFEs.



On-Demand Courses and Webinars

Throughout FY2024-25 we expanded our online on-demand catalogue of learning opportunities. We began using a new platform to host a curated selection of both existing and new webinars and courses, allowing our community to engage with our educational content flexibly, at their convenience.

A selection of feedback on our on-demand courses and webinars includes:

“ —
A comprehensive and affirming "101" for thinking differently about the "why" of challenging behaviours, and how to support kids who are struggling. — ”

“ —
I like that this webinar challenged typical 'social skills' programs, and offered helpful approaches. — ”

“ —
The presenter was very engaging. The content was informative. It has helped me develop the language I need to describe what I am going through and why. — ”

[Learn about our on-demand offerings](#)



Bespoke Presentations and Autism Education Consulting

The demand for lived experience training and education has only grown over time. We are regularly contacted to either deliver training to an organisation or to develop a specialised training for a particular group. We are also partnering with organisations and educational institutions who want to ensure that lived experience is centred in their training materials, working with TAFEs and tertiary institutions.

“—

Thank you so much for such an incredible presentation. I was so impressed by both the content and also the way you presented it. We had a great turnout and already the feedback has been sensational.

—”

- Damian

[Learn about our professional develop and bespoke presentations](#)



Resources

Reframing Autism is proud to have spent another year sharing meaningful insights and practical, lived-experience-informed guidance with our community of researchers, allied health professionals, educators, Autistic individuals, and their supporters.

In FY2024-25, we produced **25** informational articles, videos, tip sheets and lived experience blogs, created by Autistic individuals, covering the rich spectrum of Autistic experiences.

By elevating Autistic voices, we continue to drive positive change and nurture neuroaffirming understanding. This year, we explored many new topics, adding lived-experience articles on mirror-touch synaesthesia, masking, eye contact, and Autistic social skills; information articles on PDA, interoception, and situational mutism; and a position statement on diagnosis, among many other resources.

By using guest contributors, we support Autistic individuals that work with us to grow new skills, build confidence, share their stories to increase visibility, and experience meaningful validation. Many of our Autistic contributors have gained new opportunities after publishing with us, going on to become influential advocates in their own right.



Guest Blogger Turned Advocate

In late 2023, a then 14-year-old non-speaking Autistic young man, Patrick Saunders, began working with Reframing Autism on creating a guest blog. Patrick spells using a letterboard to communicate and his popular guest blog shared his unique perspective as a young speller. Since then, Patrick has spelled 2 more blogs and contributed 2 videos.



Over the past several years, Patrick has expanded his advocacy skills and has grown into a powerful young voice within the Autistic community. In 2024, Patrick made history as the first nonspeaker to address the South Australian Parliament via letterboard. To recognise his achievements, Reframing Autism nominated him for the S.A. Young Achiever of the Year – Create Change Award, where he was a finalist.

Patrick lists the positive outcomes that have come since publishing his first Reframing Autism guest blog:

“

1. Started my own blog.
2. Got interviewed on the ABC radio.
3. Speller (speaker) for the Yellow Ladybugs 2024 conference.
4. Made a webinar for Reframing Autism.
5. Improved my communication fluency and speed.
6. More social spellchats with people.
7. Emailing people and making friends.
8. Happier now and reduced anxiety.
9. Paid for my opinion and work.
10. Improved my purposeful motorplanning.
11. Improved my spelling (writing) skills.



Feedback from Our Audience on Our Written Resources

“—

This is such a beautifully thoughtful resource – thank you 🙏 I wish something like this had existed years ago, when so many of us were still fumbling for the words to explain why pathologising language felt so wrong. It’s empowering to have a tool that bridges those tough conversations with kindness, clarity, and pride. Sharing this far and wide!

—”
– Nicole, Psychologist

“—

Thank you once again Reframing Autism for giving us insight into what I can recognise is describing my own experiences that I never knew had a name.

—”
– Karen

“—

From the bottom of my heart, thank you for sharing. I brought this awesome article to my family and to my psychologist today, and suddenly so much of my past makes sense. So much trauma that I didn't even recognise as trauma, and some of it wasn't even MY trauma, but someone else's that I managed to tune into. Beautifully written, I really felt this one.

—”
– Susie

[Discover recent lived experience blogs](#)



Top Free Resources

Our top free resources were all guides for allies, which illustrates our audience's need for neuroaffirming information. These informational articles both explain the experience while also providing guidance for allies to support the Autistic person in their lives.

1. [Pathological Demand Avoidance \(PDA\) and Autism: A Guide For Allies](#)

159k+ views

2. [All About Autistic Meltdowns: A Guide For Allies](#)

129k+ views

3. [All About Autistic Shutdowns: A Guide for Allies](#)

89k+ views

[Explore our full suite of free resources](#)



Celebrating One Year of the Welcome Pack

In April 2024, we released our Welcome Pack – an empowering resource to support those who discover they are Autistic later in life, developed by a diverse group of community-minded Autistic adults.

The Welcome Pack was evaluated by Aspect's Research Centre for Autism Practice (ARCAP) who provided it to recently diagnosed Autistic adults.

“

The study highlighted the value of the Welcome Pack as a neurodiversity-affirming resource that supports newly diagnosed Autistic adults during a critical transition. By fostering self-understanding, promoting self-compassion and providing practical strategies, the resource helps individuals navigate the complexities of their post-diagnosis journey.

”

Read more about the study [here](#).

Since its launch, the Welcome Pack has been accessed by more than 25,000 people, highlighting the popularity and need for this resource.

[Download our Autistic Welcome Pack](#)



Research

Reframing Autism is committed to furthering the aims of inclusive research that is genuinely co-produced with the Autistic community, and which acknowledges our community as the clear beneficiaries of knowledge production and translation.

As part of our continued commitment, we have dedicated our time and expertise to various research projects as co-researchers, collaborators, partners, and consultants, ensuring Autistic voices are represented at every stage of the research process to serve our community's needs.

In FY2024-25, we contributed to **17** research projects and peer-reviewed research articles, in collaboration with like-minded universities and organisations, across the world. Our work in this space covered a broad range of essential areas, including Autism research, social needs, quality of life and wellbeing, educational barriers, and more.



Reframing Autism is proud to have contributed to various research projects throughout FY2024-25 in collaboration with our research partners.



Our collaborative research focused on key areas such as Autistic experiences of identity, wellbeing, connection, and belonging. We continue to support projects on gender, double-empathy, masking, participatory research, and parenting, and help to guide impactful resources and policies, including the National Guideline on Diagnosis, to better support Autistic individuals and families.

[Learn more about participatory Autism research](#)



Reference List of Peer-reviewed Research Articles

In FY2024-25, we contributed to the following research publications:

Rabba, A. S., Smith, J., Hall, G., Alexander, V., Batty, K., Datta, P., Goodall, E., Heyworth, M., Lamb, S., Lawson, W., Lilley, R., Reid, K., Syeda, N., & Pellicano, L. (2024). “I’m sick of being the problem”: Autistic mothers’ experiences of interacting with schools for their autistic children. *Autism*, 29(4), 1034–1046.
<https://doi.org/10.1177/13623613241297223>

Tan, D. W., Crane, L., Haar, T., Heyworth, M., Poulsen, R., & Pellicano, E. (2024). Reporting community involvement in autism research: Findings from the journal *Autism*. *Autism*, 29(2), 490–503.
<https://doi.org/10.1177/13623613241275263>

Pellicano, E., & Heyworth, M. (2025). Weak ties and the value of social connections for Autistic people as revealed during the COVID-19 pandemic. *Communications Psychology*, 3(36).
<https://doi.org/10.1038/s44271-025-00208-7>

Edwards, C., Love, A. M. A., Cai, R. Y., Heyworth, M., Johnston, A., Aldridge, F., & Gibbs, V. (2025). “I’m not feeling alone in my experiences”: How newly diagnosed autistic adults engage with a neurodiversity-affirming ‘Welcome Pack’. *Autism*. <https://doi.org/10.1177/13623613251335070>

[Read the full list of our research publications here](#)



Advocacy

In the 2024-25 financial year, our major advocacy activities have related to the National Autism Strategy (the Strategy). Dr Melanie Heyworth, Reframing Autism's founder and Head of Research, co-chaired the National Roadmap to Improve the Health and Mental Health of Autistic People 2025-2035 (the Roadmap). The focus of the Roadmap was to address serious health inequities faced by Australian Autistics. The final Roadmap was released on 23 February 2025, and while we are proud of the work done by the working group, we were disappointed no funding was committed to action its recommendations.



Towards the end of the financial year, we began supporting the rollout of the Strategy's First Action Plan 2025-2026. We are working on four projects relating to the implementation of the Strategy, and our role is to advocate for Autistic experiences and needs and ensure diverse Autistic representation and consultation on these ongoing projects. This work has been commissioned by the Department of Health, Disability and Ageing, and relates to the evaluation of the Strategy, defining 'neuroaffirming care', developing respectful measures, and changing community attitudes towards Autism.



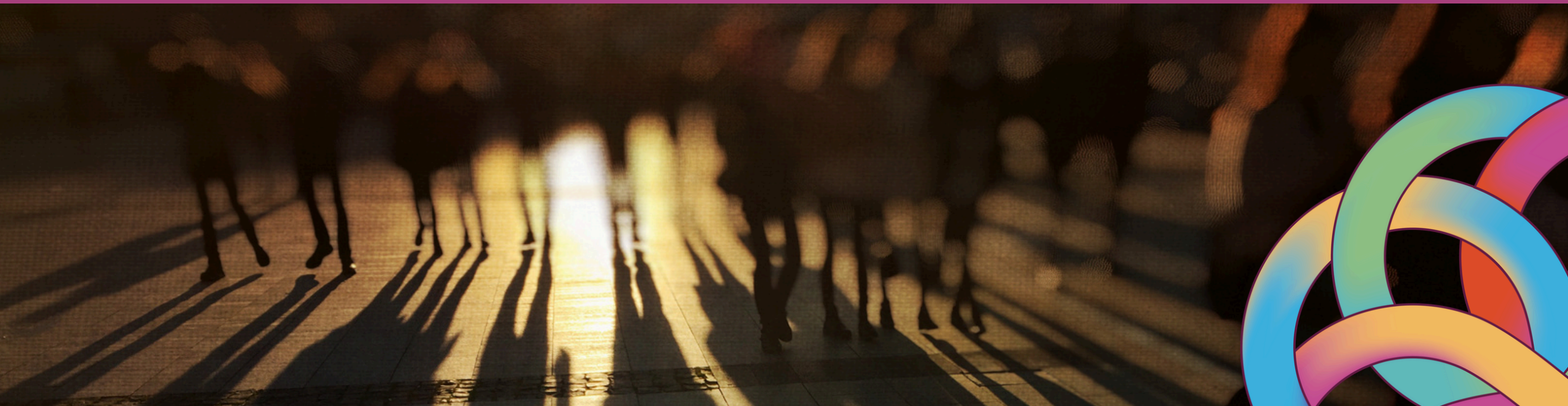
Leading Through Lived Experience

Reframing Autism is an Autistic-led organisation and we prioritise and pay for the lived experience of Autistic people in everything that we do.

Throughout FY2024-25, our entire team was Autistic. Our team is based across Australia and everyone works from home. We have an inclusive, flexible work environment that values wellbeing and encourages authenticity.

The majority of our board directors identify as neurodivergent and more than half of the directors are Autistic. The non-autistic directors are either parents of Autistic children or work with Autistic people professionally.

We paid **34** Autistic people for their lived experience expertise or their professional services in FY2024-25.



Looking Ahead

In FY2025-26, we will:

- Contribute to 4 National Autism Strategy projects, providing our insights on the Autistic community, running consultations with > 150 people, and contributing to the final reports and recommendations from these projects.
- Start the development of LEANS Australia, an adaptation of the original LEANS program for Australian primary schools.
- Continue to refine and develop our bespoke professional development opportunities.
- Grow our philanthropic partnerships to ensure financial sustainability.

We continue to actively seek funding for more projects, including an Autistic Welcome Pack for children and teens, as well as a Parents Toolkit for parents of Autistic children with complex communication needs.



Help us Continue Our Vital Work

At Reframing Autism, our mission is to improve the lives of Autistic people by changing the predominantly negative and damaging narratives about Autism through education, resources, and research. To keep delivering on this mission and creating real change, we are calling on our community to support us as we navigate this next stage. As many of you know, there is still so much work to do.

Every contribution, no matter the size, helps us continue our vital work. Whether through [personal donations](#), [corporate donations or partnerships](#), [learning with us](#), or purchasing our [books](#) and [merchandise](#), your support enables us to improve the wellbeing and outcomes for Autistic individuals, today and in the future.

Does your employer offer workplace giving?

We are registered on [Workplace Giving Australia's Good2Give platform](#) – a program designed to allow employees in Australian and New Zealand the opportunity to support charities through pre-tax donations. If your employer uses Good2Give, please consider supporting our mission. If not, please [email us](#) so that we can explore other workplace giving opportunities.



Financial Statements

STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

FOR THE YEAR ENDED 30 JUNE 2025

	2025	2024
	\$	\$
Revenue	88,787	721,362
Other income	4,379	10,900
Amortisation & depreciation expense	(243)	(2,097)
Bank fees & charges	(460)	(501)
Employment expense	(232,090)	(556,366)
Insurance expense	(6,045)	(10,189)
Technology expense	(1,734)	(2,240)
Other expenses	(53,557)	(136,282)
NET (DEFICIT)/SURPLUS FOR THE YEAR	(200,963)	24,587
Other comprehensive income for the year	-	-
TOTAL COMPREHENSIVE (LOSS)/INCOME	(200,963)	24,587



Financial Statements

STATEMENT OF FINANCIAL POSITION

AS AT 30 JUNE 2025

	2025 \$	2024 \$
ASSETS		
CURRENT ASSETS		
Cash & cash equivalents	327,970	337,313
Trade & other receivables	20,034	865
Other current assets	5,880	5,534
<i>Total current assets</i>	<u>353,884</u>	<u>343,712</u>
NON-CURRENT ASSETS		
Property, plant & equipment	<u>-</u>	<u>2,084</u>
<i>Total non-current assets</i>	<u>-</u>	<u>2,084</u>
TOTAL ASSETS	<u><u>353,884</u></u>	<u><u>345,796</u></u>



Financial Statements

STATEMENT OF FINANCIAL POSITION (continued)

AS AT 30 JUNE 2025

	2025 \$	2024 \$
LIABILITIES		
CURRENT LIABILITIES		
Trade & other payables	41,851	35,322
Provisions	37,983	44,806
Other liabilities	209,346	-
<i>Total current liabilities</i>	<u>289,180</u>	<u>80,128</u>
TOTAL LIABILITIES	<u>289,180</u>	<u>80,128</u>
NET ASSETS	<u>64,704</u>	<u>265,667</u>
EQUITY		
Retained surpluses	<u>64,704</u>	<u>265,667</u>
<i>Total equity</i>	<u>64,704</u>	<u>265,667</u>



Support Our Future

Be part of the change - join us and help reframe the way the world understands Autism.

1. Donate

Your generosity will make a difference in the lives of Autistic people today and tomorrow.

2. Corporate donations and partnerships

Contact us to create impactful change and help amplify our efforts.

3. Learn with us

Choose from a range of valuable learning offerings delivered online.



Contact Us



reframing
AUTISM

respect · accept · embrace · empower

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