

CAMPAIGN IMPACT SUMMARY

**THE
LINE**



COMFORT ZONE: CAMPAIGN IMPACT SUMMARY

The Line is a long-term campaign helping young people aged 14 to 20 in Australia understand what's ok and what's not when it comes to sex, dating and relationships.

Comfort Zone was an initiative that ran from 3 June to 31 August 2025 to encourage young people to reflect on what feels right for them when it comes to boundaries, build confidence in communicating their own, and recognise the warning signs of controlling behaviours.

Benchmark and tracking research was conducted pre- and post-campaign, surveying 1,000 Australians aged 14 to 20 to assess the campaign's impact on understanding and confidence around communicating healthy boundaries.



COMFORT ZONE STRENGTHENED YOUNG PEOPLE'S KNOWLEDGE AND CONFIDENCE TO SET AND RESPECT HEALTHY BOUNDARIES IN RELATIONSHIPS

Those who saw the campaign were more likely to:



RECOGNISE HEALTHY AND UNHEALTHY BEHAVIOURS



FEEL CONFIDENT COMMUNICATING BOUNDARIES



KNOW HOW TO RESPOND IF THEY FELT DISRESPECTED

It also sparked reflection and conversations, with many thinking about their own relationships or talking to others. The campaign's key message — *boundaries are about respect, not control* — stuck with young people, showing its lasting influence.

COMFORT ZONE REACHED MILLIONS AND MADE A LASTING IMPACT



[The campaign is] trying to tell us that different people have different boundaries, and not only is that okay to have, but it's important to have conversations surrounding the topic.

Young people live much of their lives online – watching, gaming, scrolling, chatting. *Comfort Zone* met them in those spaces with content designed to resonate and empower.

The initiative achieved extraordinary reach and engagement, ensuring its messages were not only seen but also connected with young people in meaningful ways:

IMPACT

134.5 MILLION IMPRESSIONS

across digital platforms including TikTok, YouTube, Snapchat, Instagram, Twitch, Reddit, Google and mobile gaming

59 MILLION VIDEO VIEWS

showing strong resonance with young audiences

285,600+ ENGAGEMENTS

including likes, comments and shares

225,700 VISITS

visits to The Line's social profiles and website

190 MEDIA STORIES

amplifying the campaign's message nationally

This scale of engagement helped drive real change in young people's understanding and confidence around boundaries.

COMFORT ZONE HELPED YOUNG PEOPLE APPLY WHAT THEY LEARNED

Young people who saw *Comfort Zone* reported significantly stronger understanding of healthy and respectful relationship behaviours:

47% had complete understanding of healthy boundaries (vs 38% who hadn't seen it)

52% had complete understanding of controlling behaviours (vs 43%)

72% strongly agreed it's important to set healthy boundaries (vs 64%)

They also felt more confident applying these behaviours:

76% agreed they were confident communicating healthy boundaries (vs 67%)

67% agreed they were confident knowing what to do next if they felt uncomfortable, disrespected or unsafe (vs 63%)

75% rated letting their partner know if they feel disrespected as very important (vs 69%)



COMFORT ZONE ENCOURAGED REFLECTION AND CONVERSATION

The campaign didn't just raise awareness, it got young people talking and thinking about their own experiences.

Of those who recalled seeing the campaign:

88% took at least one action

72% reflected on their relationships and understanding of healthy boundaries

37% had a conversation with their partner, family or friends

25% shared *Comfort Zone* content on social media or with friends and family

COMFORT ZONE LEFT A LASTING IMPRESSION

30% of young people recalled seeing the campaign.

Young people remembered *Comfort Zone* for its strong and relatable message about respect and boundaries. Many recalled key messages easily — even in their own words — showing genuine comprehension and reflection rather than passive awareness. After seeing the campaign, most young people responded positively:

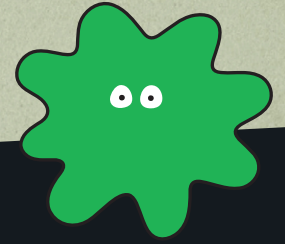
86% said it was **important and worthwhile**

83% said it **helped them understand** healthy relationships better

78% found it **personally relevant**

64% said they **learnt something new**

64% identified “**boundaries are about respect, not to control others**” and “**healthy relationships start with healthy boundaries**” as key takeaways.



Setting healthy boundaries regarding what is okay and not okay in a relationship. It also talks about how it could be different for different people

The research was conducted via online survey pre (13 March to 2 April 2025) and post campaign (8 to 29 September 2025). Data was weighted to represent the Australian National breakdown by age, gender and location. The study complied with the Market Research International Standard ISO 20252 and was approved by the Bellberry Human Research Ethics Committee.

The Line is delivered by Our Watch, a national leader in the prevention of violence against women and their children and is funded by the Australian Government's Department of Social Services.

OurWatch