



***2024 IMPACT REPORT***



***PROJECT  
ROKIT***

PROJECT ROCKIT is located on the lands of the Wurundjeri people of the Kulin Nation.  
We pay our deep respects to Elders past and present and acknowledge  
the continuing connection to land, water and community.

*Always was, always will be, Aboriginal land.*



***BUILDING A WORLD WHERE KINDNESS AND RESPECT THRIVE OVER BULLYING, HATE AND PREJUDICE AND EVERY YOUNG PERSON IS FREE TO REALISE THEIR POTENTIAL.***



We are PROJECT ROCKIT – Australia’s youth-driven movement against bullying, hate and prejudice.

We mobilise young people to drive positive impact through school workshops, digital programs and youth-centred advocacy.

Since 2006, we’ve reached over 700,000 students, equipping them with the skills, empathy and support to unite against hate and lead inclusive communities – at school, online and beyond.

In our eyes, young people aren’t just participants – they’re the leaders, creators and changemakers creating a kinder future.



## A message from our cofounders

In 2024, we levelled up PROJECT ROCKIT's impact by drawing on the incredible insights of young people gathered through our programs, innovation projects and awareness campaigns, and amplifying them in wider conversations shaping the future for emerging generations.

**We saw firsthand how young people are navigating a rapidly changing world, where youth mental health, digital technology, and cultural influences converge in ways that are often misunderstood by adults making decisions about their lives.** As national discussions around digital technology and online safety intensified, we worked to elevate youth lived experience in conversations about the future of young people's digital participation.

**We reached over 80,000 young people through school workshops, digital learning, and youth-led initiatives.** We prioritised communities doing it toughest, delivering no-cost programs to schools facing significant geographic and socioeconomic access barriers through our dedicated equity arm, The Project Rokit Foundation. PROJECT ROCKIT Plus – our online platform – continued to grow, delivering student voice classroom resources and family education sessions into communities across Australia.

None of this would be possible without the incredible people who power it. To our dedicated staff, Foundation Board, and National Youth Collective – your commitment, passion, and courage fuel this movement every day. We extend our gratitude to all of our supporters, partners, and teachers for their trust and teamwork in making this happen.

As we look to 2025, we'll continue to tackle the big challenges with heart, ensuring young people's voices lead the way in shaping the future they deserve.

### Lucy Thomas OAM

Chief Executive Officer,  
PROJECT ROCKIT

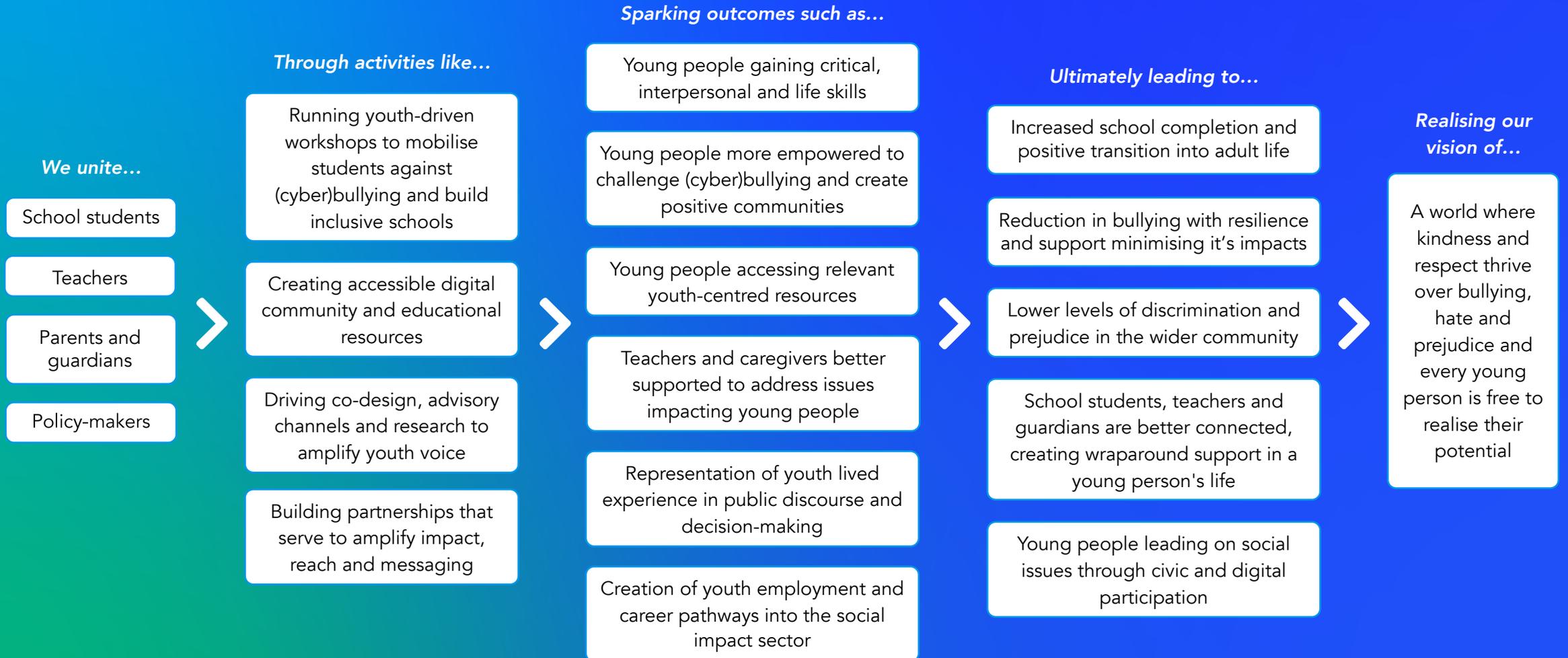


### Rosie Thomas OAM

Executive Director,  
The Project Rokit Foundation



# OUR THEORY OF CHANGE



## Uplifting the next generation of changemakers

PROJECT ROCKIT delivers youth-led programs into primary and secondary schools all over the country that foster a safe environment, empowering students with invaluable strategies to be ready to challenge (cyber)bullying and shape their community for the better.

Our workshops are nothing like a boring lecture – they're high-energy, inclusive, and keep students engaged and switched on. Each workshop is grounded through trauma and evidence informed strategies, as well as designed to align with the Australian and Respectful Relationships Curriculum.

Our Program Presenters arrive ready to **UPLIFT, EMPOWER** and **ENERGISE** students. Each workshop includes **dynamic activities, facilitated group discussion, real-life stories, and practical strategies** that help students reflect on their role in shaping peer culture – both online and offline.

We avoid labeling students as a **'bully'** or **'victim'**, instead we see each individual as **valuable, diverse and capable of change**. We believe that young people can shape the world around them for the better. By addressing 'bullying' and getting to the root causes, we create powerful opportunities to enhance young people's empathy, connection, leadership and self-awareness.

*"I LOVED PROJECT ROCKIT.  
IT WAS THE BEST DAY  
AT SCHOOL SO FAR!"*

- Grade 6 Student, Victoria

*"WORKSHOPS THAT SPARK  
INCREDIBLE INSIGHTS ABOUT  
PEER RELATIONSHIPS AND  
RESPECT. IT'S LIKE A TROJAN  
HORSE OF 'AHA MOMENTS'!"*

- Teacher, New South Wales

# Magnifying our workshop impact in 2024

**86,599** Students through face to face workshops

**40,996** Students through online programs

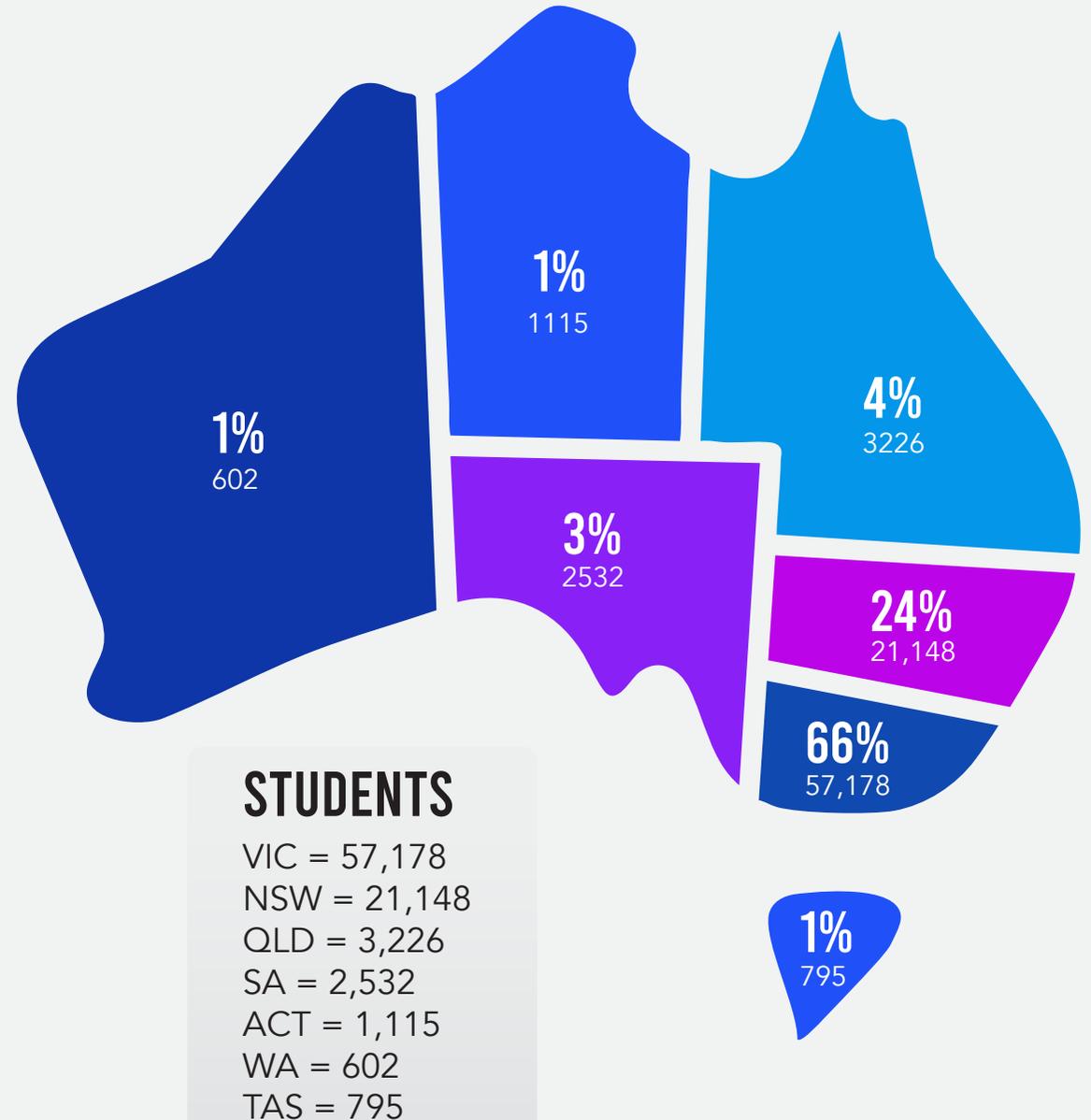
**METRO (56%)** 48,582 Students  
**REGIONAL (39%)** 33,767 Students  
**RURAL (5%)** 4,295 Students

Of schools that engaged PROJECT ROCKIT for workshops in 2024, 76% reported that they feel they have people at school who they can be themselves around.

83% of primary-aged students reported that after participating in a PROJECT ROCKIT workshop they felt they were willing to support or stand up for someone who is being treated unfairly or being bullied.

After learning about strategies and resources in a PROJECT ROCKIT workshop, 91% of primary-aged students knew where to find support when experiencing tough times.

Of schools that received a funded program through the Project Rockit Foundation in 2024, 88% reported that they have the skills to navigate the digital world and create a positive online presence.





***"PROJECT ROCKIT SHARED REAL LIFE STORIES WHERE WE HEARD EXAMPLES OF HOW WE CAN BE PART OF THE SOLUTION. I ENJOYED HOW THEY MADE IT INTERACTIVE, FUN AND THEY GAVE REALLY GOOD STRATEGIES."***

- Year 7 Student, Regional Victoria



***"IT WAS A FANTASTIC DAY FULL OF POSITIVE ENERGY AND OUR STUDENTS WERE ENGAGED THE WHOLE TIME."***

- Teacher, Tasmania

***“WE ALL GOT INSPIRED TO DO THE RIGHT THING AND HELP OTHERS STAND UP AGAINST BULLYING. I’M GRATEFUL FOR YOU GUYS TRYING TO MAKE THE WORLD A BETTER PLACE!”***

- Year 10 Student, South Australia

***“WE HAVE NEVER HAD SOMEONE COME TO OUR SCHOOL THAT LOOKS LIKE US AND TOLD US THAT WE CAN BE MORE. PEOPLE SEE THE COLOUR OF OUR SKIN FIRST, NOT OUR POTENTIAL.”***

- Year 8 Student, Canberra



## Providing whole school support

PROJECT ROCKIT Plus is our digital learning hub supporting schools year-round with youth-driven educational resources. It's designed to extend the impact of our student workshops by helping build safer, more inclusive school communities.

### What PROJECT ROCKIT Plus offers:

- ✔ Hundreds of student-voiced video resources, with ready-to-use lesson plans, guides and activities to facilitate classroom participation.
- ✔ Content aligned to the Australian Curriculum with a focus on wellbeing, online safety, respect, bullying, image sharing and more.
- ✔ Live webinars for teachers, parents and carers, providing education on hot topics like digital parenting, gaming, responsible tech use and youth mental health.
- ✔ Professional development opportunities and resources for teachers with topic-area experts.
- ✔ Regular updates and insights into youth trends, social media and wellbeing.



## 2024 Highlights

**120+** Schools  
Subscribed

**2,700+** Student-voiced  
videos viewed

**1,000+** Parents engaged  
through webinars

### **PROJECT ROCKIT TV Season 4 – in partnership with the Youth Disability Advocacy Service (YDAS)**

In partnership with YDAS, we launched through PR PLUS a new season of PROJECT ROCKIT TV for school audiences. Each episode spotlights the lived experience of disabled young people aged 16–21, unpacking topics like intersectionality, discrimination, advocacy and simply being yourself. This series builds students' awareness of diverse identities, allyship, and self-understanding.

#### **Optimising the experience**

We introduced a full platform upgrade for 2025, improving accessibility, smarter search, content-sharing features and dynamic event promotion for schools and families.



## Levelling the playing field

***“OUR RESOLVE TO LISTEN, LEARN FROM, AND CHAMPION UNDERSERVED SCHOOL COMMUNITIES HAS NEVER BEEN STRONGER.”***

In 2024, with support from our amazing philanthropic partners, we raised \$850,000 to provide fully funded programs to **53,677 students in 95 schools that would otherwise miss out.** That's a 63% increase from 2023. Of these, 61% were regional and rural schools, and 39% were low socio-economic metro schools.

2024 was a pivotal year for young people, with ongoing debates about mental health, social media, and global crises highlighting the need for youth-centered, evidence-based education. With 1 in 5 young Australians facing online abuse and reports of serious cyberbullying complaints for under-14s tripling since 2019, the demand for accessible digital literacy and anti-bullying programs has never been more urgent. Yet, nearly half of Australia's schools experience disadvantage, leaving groups that experience marginalisation, such as gender-diverse, First Nations, and disadvantaged youth at greater risk of exclusion and mental health struggles.

**That's why The Project Rokit Foundation exists - to ensure no student is left behind.** We partner with schools facing barriers to offer fully funded, comprehensive programs that support the entire school community - *with young people leading the way.*

Schools tell us our programs make a difference. Students gain confidence to challenge bullying, build strong peer connections, and seek help when needed. They develop resilience, act as role models, and cultivate inclusivity.

In 2025, we are committed to expanding funded programs, co-designing resources that elevate diverse voices, and strengthening collaborations within the education equity sector.



Together we are stronger. Thank you to our 2024 partners:





***"THANK YOU FOR SHOWING ME I  
WASN'T THE ONLY ONE GOING THROUGH  
A TOUGH TIME AND THAT I HAVE PEOPLE  
AROUND ME TO TALK TO."***

- Year 8 student, Regional Victoria

# AMPLIFYING YOUTH VOICE

## National Youth Collective

The inaugural National Youth Collective was a mighty force behind PROJECT ROCKIT's 2024 initiatives. This group of 42 advocates, creators, and advisors aged 12 to 20 brought diverse lived experience across our organisation. As the first-ever cohort, they also played a key role in shaping the model of the Collective itself, creating a visual manifesto that outlined their vision for youth-led change (see following page).

The Collective took centre stage in co-authoring PROJECT ROCKIT's Shaping Our Feeds report with CEO Lucy Thomas, sparking important conversations on teen digital wellbeing and online safety within the youth sector and with oversight from global social media companies – particularly our partner, Meta. As part of this work, they created 22 video storytelling assets that highlighted the real-life experiences and concerns of young people, generating over 660,000 views across social platforms and amplifying their voices on these crucial issues.

They also shaped key sector initiatives, presenting at the Australian Adolescent Health Conference and advising on the Federal Office for Youth's Youth Engagement Toolkit. Their insights remain central to PROJECT ROCKIT's ongoing advocacy on youth mental health and digital technology.

PROJECT ROCKIT's innovative approach to youth participation and leadership, exemplified by the creation of the National Youth Collective, led to a new partnership – convening the Telstra Foundation's inaugural Youth Advisory Council. This collaboration gave 20 young people from across the country the opportunity to step into decision-making roles, with our team facilitating two parallel youth leadership functions across both PROJECT ROCKIT and our friends at the Telstra Foundation.



# MEET OUR NATIONAL YOUTH COLLECTIVE



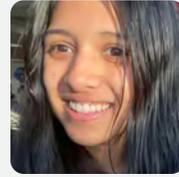
Abbey



Adi



Adriel



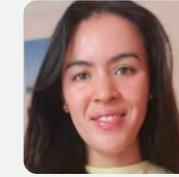
Anju



Ayush



Caitlin



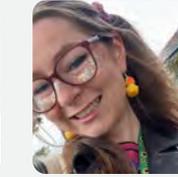
Chloe



Chloe



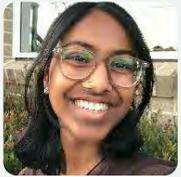
Chris



Ciri



Darcey



Dhishana



Dominik



Emily



Emma



Haniska



Harrison



Jolie



Kanishka



Konan



Lamisa



Lucia



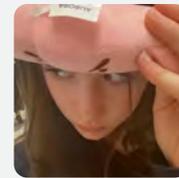
Mannon



Marlene



Max



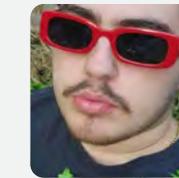
Maxine



Mehela



Mia



Michael



Neerja



Nicholas



Noa



Olivia



Oscar



Raghu



Rehan



Rhea



Rispah



Taihan



Theo



Vedrana



Victoria



## “If not us, then who?”

In 2024, PROJECT ROCKIT led national and global advocacy on young people’s online experiences, with our Shaping Our Feeds initiative at the centre. Drawing on insights from over 1,000 young people, our National Youth Collective, and our seats on global safety advisory boards, we brought a balanced voice to a fast-moving and often polarised conversation around social media, safety, and digital wellbeing.

### **Shaping Our Feeds: Young People’s Experiences of Social Media Algorithms**

Launched an investigative report co-authored with the National Youth Collective. Released alongside 22 youth-created educational videos, the launch brought together industry leaders, community organisations, and government policy-makers – including eSafety Commissioner Julie Inman-Grant. Findings were later presented at the APAC AI Literacy & Safety Summit in Singapore to leaders at Meta, our project partner.

### **Social media bans: amplifying youth perspectives**

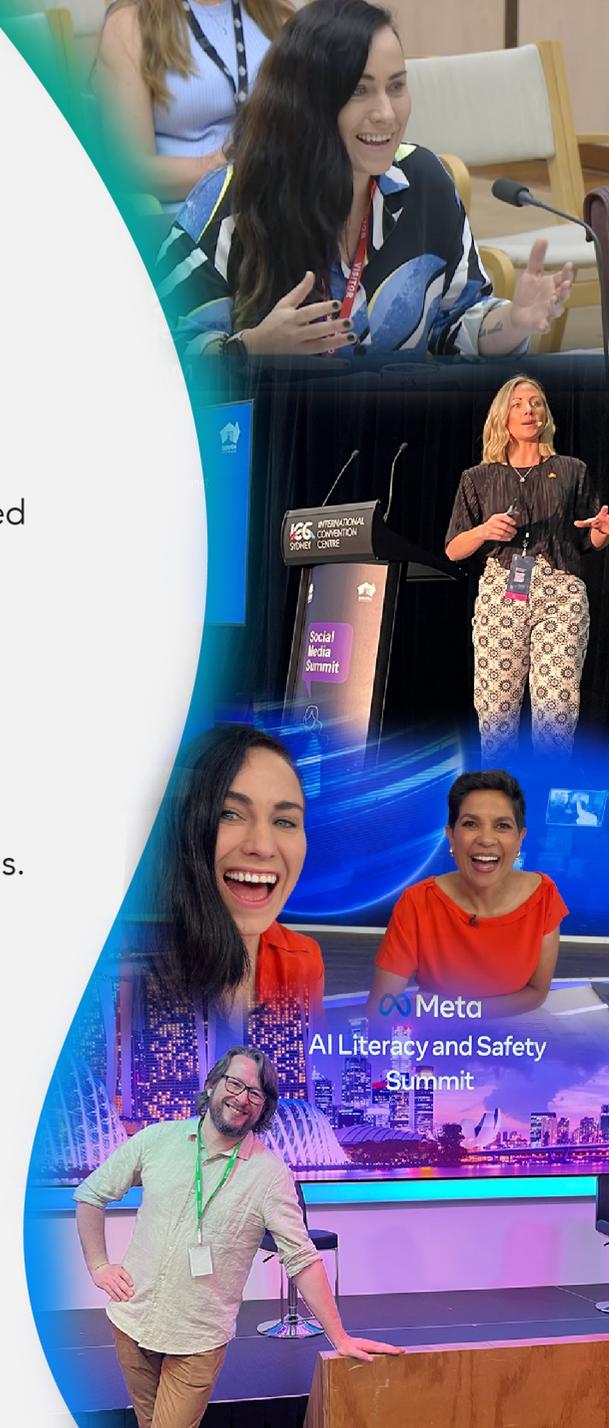
Played a leading role in public and policy discussions around proposed social media age restrictions in Australia. Key contributions included presenting at the NSW Social Media Summit, appearing at a Federal Senate Inquiry Hearing, co-authoring two open letters with leading organisations and experts, and multiple Government submissions.

### **Driving public awareness**

PROJECT ROCKIT’s advocacy was covered by major national media including The Project, Channel 10 News, Sky News, and ABC’s 7.30 – ensuring youth voices were front and centre in public debate.

### **Global advocacy to big tech**

Appointed to Spotify’s global Safety Advisory Council, alongside continuing advisory roles with Meta and Snapchat. These advisories shape policies, safety features, and accessibility – ensuring that youth lived experiences help inform safety at scale.



## Looking ahead to 2025



**Supporting more Victorian Schools:** We're thrilled to be included on the Victorian Schools Mental Health Menu for the next three years – enabling vital wellbeing support for more students across the state.



**Empowering educators:** Launching our new Teacher Professional Development program to foster empathy, connection, and wellbeing across school communities.



**Dialing up regional support:** We're rolling out our new Digital Futures initiative over the next three years in partnership with the Telstra Foundation, delivering workshops into 33 communities nationwide - focusing on digital skills, safety and youth voice.



**New season of PROJECT ROCKIT TV:** In partnership with Culture Spring, a youth-led social enterprise powered by the Centre of Multicultural Youth (CMY) and supported by the William Buckland Foundation, Season 5 is set to be a powerful exploration of racism, cultural diversity and belonging through youth-led storytelling.

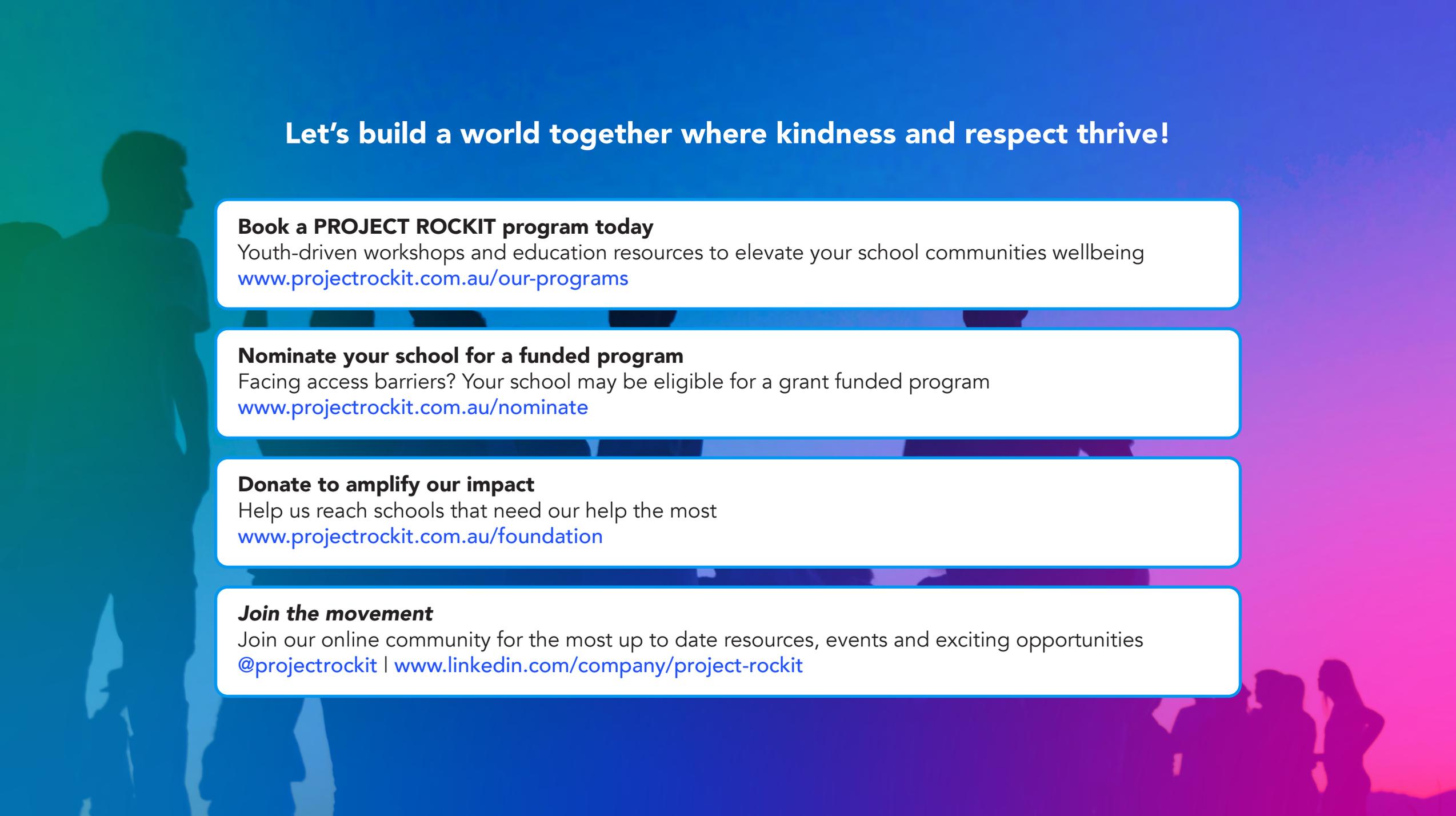


**Platforming kindness and bravery as tools for mental health:** Launching a new youth-led video series in partnership with the Kindness in Community Fund from Lady Gaga's Born This Way Foundation and the Cotton On Foundation. This will spotlight kindness, inclusion and bravery as tools to support mental wellbeing and amplify real stories to inspire empathy and positive change across communities.



**Growing our digital platform:** We're driving a major content expansion of PROJECT ROCKIT Plus, including new resources tailored for Primary Schools – increasing access for educators and families, no matter where they are.

These initiatives represent just a few of the ways PROJECT ROCKIT will strengthen our community impact in 2025, providing much needed connection and support to young people. We can't wait for you to join us on this journey.



**Let's build a world together where kindness and respect thrive!**

**Book a PROJECT ROCKIT program today**

Youth-driven workshops and education resources to elevate your school communities wellbeing  
[www.projectrockit.com.au/our-programs](http://www.projectrockit.com.au/our-programs)

**Nominate your school for a funded program**

Facing access barriers? Your school may be eligible for a grant funded program  
[www.projectrockit.com.au/nominate](http://www.projectrockit.com.au/nominate)

**Donate to amplify our impact**

Help us reach schools that need our help the most  
[www.projectrockit.com.au/foundation](http://www.projectrockit.com.au/foundation)

**Join the movement**

Join our online community for the most up to date resources, events and exciting opportunities  
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