



PROJECT
ROCKIT

THIS IS PROJECT ROCKIT

2025 Impact Report



PROJECT ROCKIT acknowledges the Wurundjeri people of the Kulin Nation as the Traditional Custodians of the land on which we live, work and play. We recognise the ongoing connection to Country, culture and community, and we extend our respect to Aboriginal and Torres Strait Islander peoples and Elders past and present across all the places our impact takes place.

A WORD FROM OUR COFOUNDERS

2025 asked a lot of young people. And it asked a lot of the adults, schools and systems responsible for keeping them safe, connected and heard.

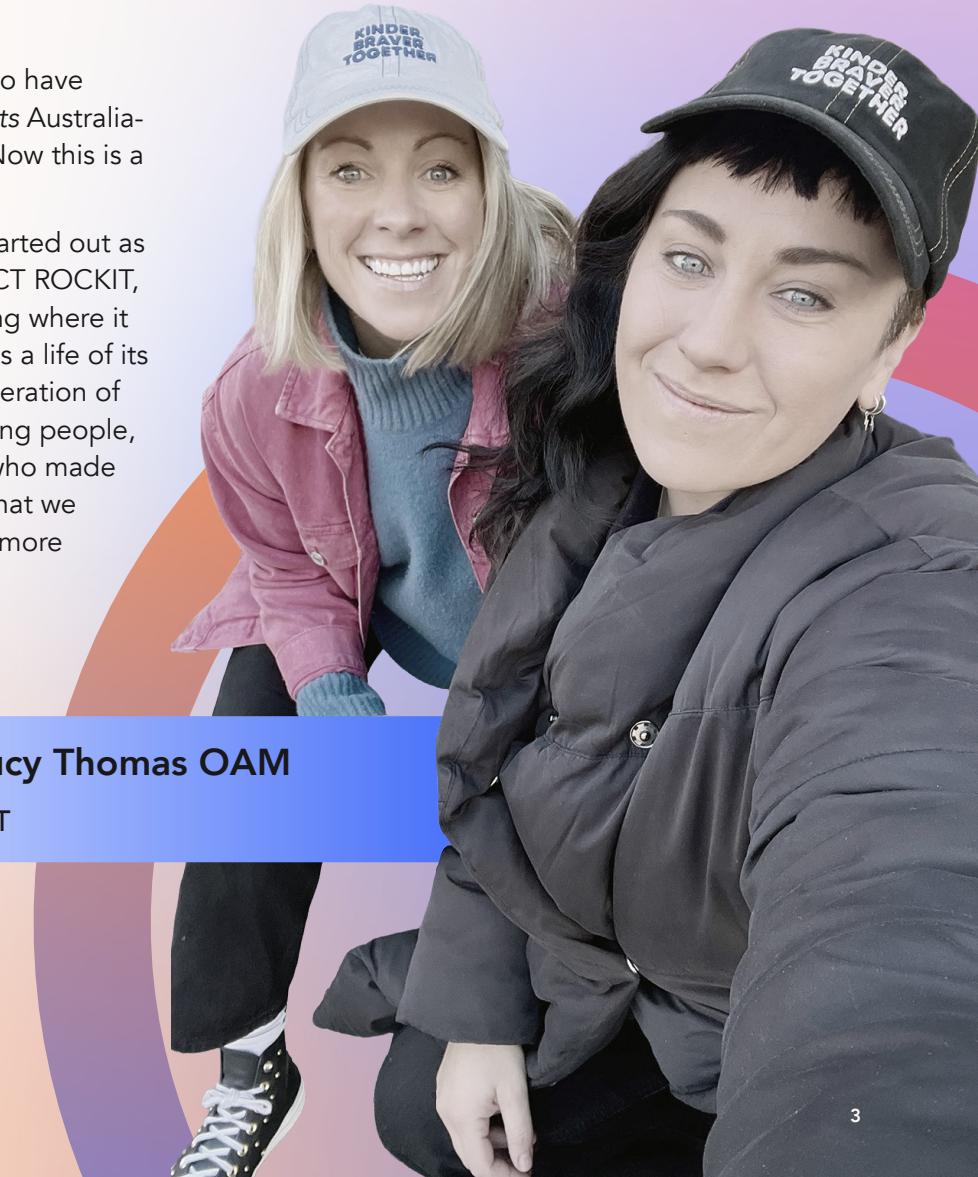
Across this year, we saw young people navigating a social and digital environment that is more complex, more public and more demanding than ever before – while still showing extraordinary courage, creativity and care for one another. At PROJECT ROCKIT, our role has never been to speak for young people, but to work with them: to create spaces where their voices are valued, their experiences drive the work, and their leadership drives change.

This report captures what that looked like in practice – from classrooms and communities across Australia, to youth-led campaigns, partnerships and policy spaces. It reflects the scale of our reach, the depth of our work, and the belief that sits underneath it all: that when young people are backed with the right tools, support and trust, they don't just cope with the world as it is – they help shape what comes next.

By the end of 2026, we are on track to have reached over 1 million school students Australia-wide through our school programs. Now this is a moment to celebrate!

Next year marks 20 years since we started out as two young people launching PROJECT ROCKIT, completely out on a limb, not knowing where it would go. PROJECT ROCKIT now has a life of its own, carried forward by the next generation of changemakers. Thank you to the young people, educators, partners and supporters who made this work possible. We're proud of what we achieved together in 2025 and even more committed to what lies ahead.

Rosie Thomas OAM | Lucy Thomas OAM
COFOUNDERS, PROJECT ROCKIT



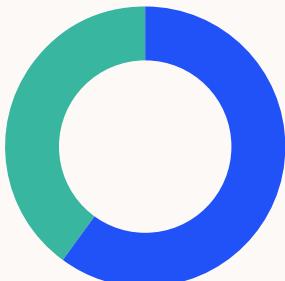
2025 AT A GLANCE

SCHOOLS ENGAGED

294

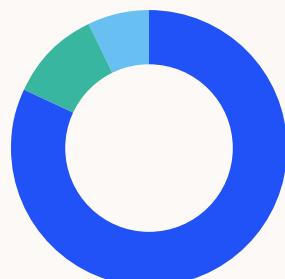
YOUNG PEOPLE REACHED

136,893



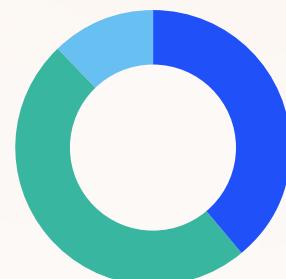
COMMUNITY REACH

● Metro	60%
● Regional, rural & remote	40%



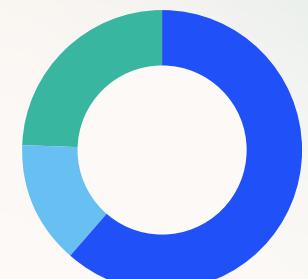
SCHOOL SECTORS

● Government	82%
● Independent	11%
● Catholic	7%



SCHOOL TYPES

● Primary	39%
● Secondary	49%
● P-12	12%



DELIVERY

● Face-to-face	61%
● Hybrid	24%
● Digital	14%

Extended Impact

PARENTS AND CARERS ENGAGED

900+

YOUNG PEOPLE IN CO-DESIGN AND ADVOCACY

50+

DIGITAL CONTENT VIEWS

1.5M+

INSIDE OUR SCHOOL PROGRAMS

In 2025, our face-to-face programs directly engaged 60,718 students in schools in every Australian state and territory.

Our Program Presenters hit the road to ignite bravery in youth voice, unlock big 'aha!' moments and lead every conversation with unconditional positive regard. In Victoria alone, they travelled approximately 45,000 kilometres, proving that kindness, courage and a good GPS can go a long way.

This year, we expanded our lived experience storytelling in response to student feedback that they want to hear more from their peers.

Programs featured real, diverse, hopeful, and relatable stories from young people, cutting through the noise and inspiring students to stand up to bullying and harm.

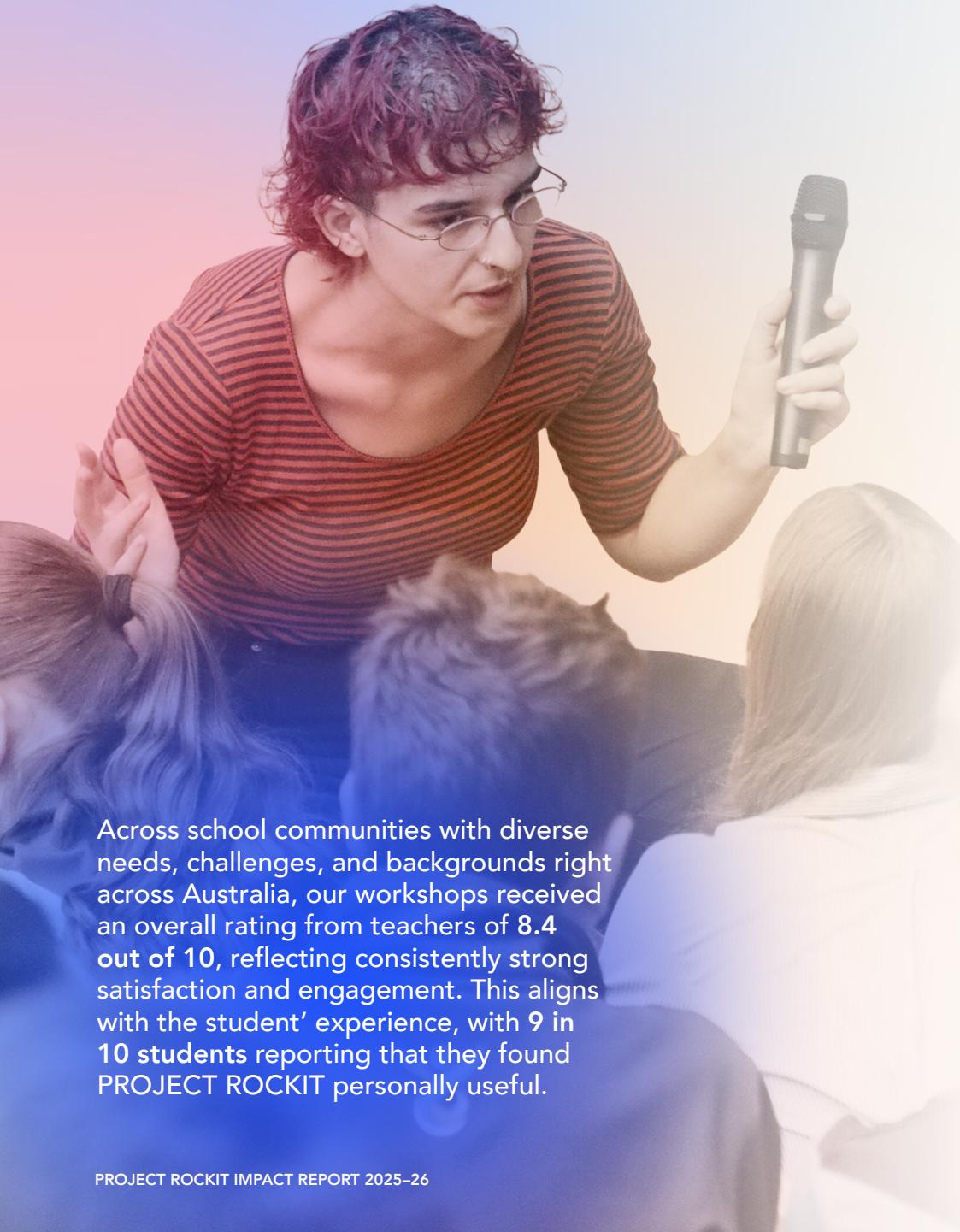
Every session closed with a mic-drop call to action, reminding young people that their choices matter, their voices carry weight, and their actions ripple into the world around them. Behind the scenes, presenters brought evidence-based strategies and a deep respect for young people's lived experience, strengthened by training and professional development in disability inclusion, accessibility, trauma-informed practice, cultural safety, and wellbeing.





***IT MADE ME
THINK ABOUT MY
OWN ACTIONS IN
A DIFFERENT WAY.***

– Secondary school student, VIC



Across school communities with diverse needs, challenges, and backgrounds right across Australia, our workshops received an overall rating from teachers of **8.4 out of 10**, reflecting consistently strong satisfaction and engagement. This aligns with the student' experience, with **9 in 10 students** reporting that they found PROJECT ROCKIT personally useful.

OF STUDENTS SURVEYED AFTER A PROJECT ROCKIT PROGRAM:

89% are willing to help someone who is being treated unfairly or being bullied

89% have the skills to be safe online and create positive online interactions

88% feel that they can make a difference in the way other people are treated

92% feel that they have people at their school who they can be themselves around

81% believe they have the power to impact their school community in a positive way

87% know where to find the help they need to get through tough times

82% feel they are resilient and can bounce back when things don't work out



**BEST PRESENTERS
WE HAVE EVER HAD
FOR AN INCURSION.**

– Teacher, VIC

LEVELLING THE PLAYING FIELD

The Project Rockit Foundation exists to ensure young people facing marginalisation can access life-changing programs – no matter their school's resources or location.

In 2025, the Foundation delivered funded programs and digital support to 71,003 students across 124 schools, all serving communities with significant access barriers. Many of these schools are in areas experiencing socio-economic disadvantage, while others face barriers due to geographic isolation: 64% are located in rural, regional, or remote areas, and 36% in metropolitan centres.

In just three years, the Foundation has reached 152,000 students across 277 schools, bringing tangible change to communities with the greatest need.

The demand remains overwhelming. Our waitlist of *nearly 150 schools* continues to grow, and teacher surveys highlight the urgency of their challenges:

- **92%** report their students experience poor mental health
- **89%** face challenges with offline or online bullying
- **47%** have dealt with image-based abuse, including sextortion



AT A GLANCE

In 2025:

71,003

ACROSS

124

SCHOOLS

In three years:

152,000

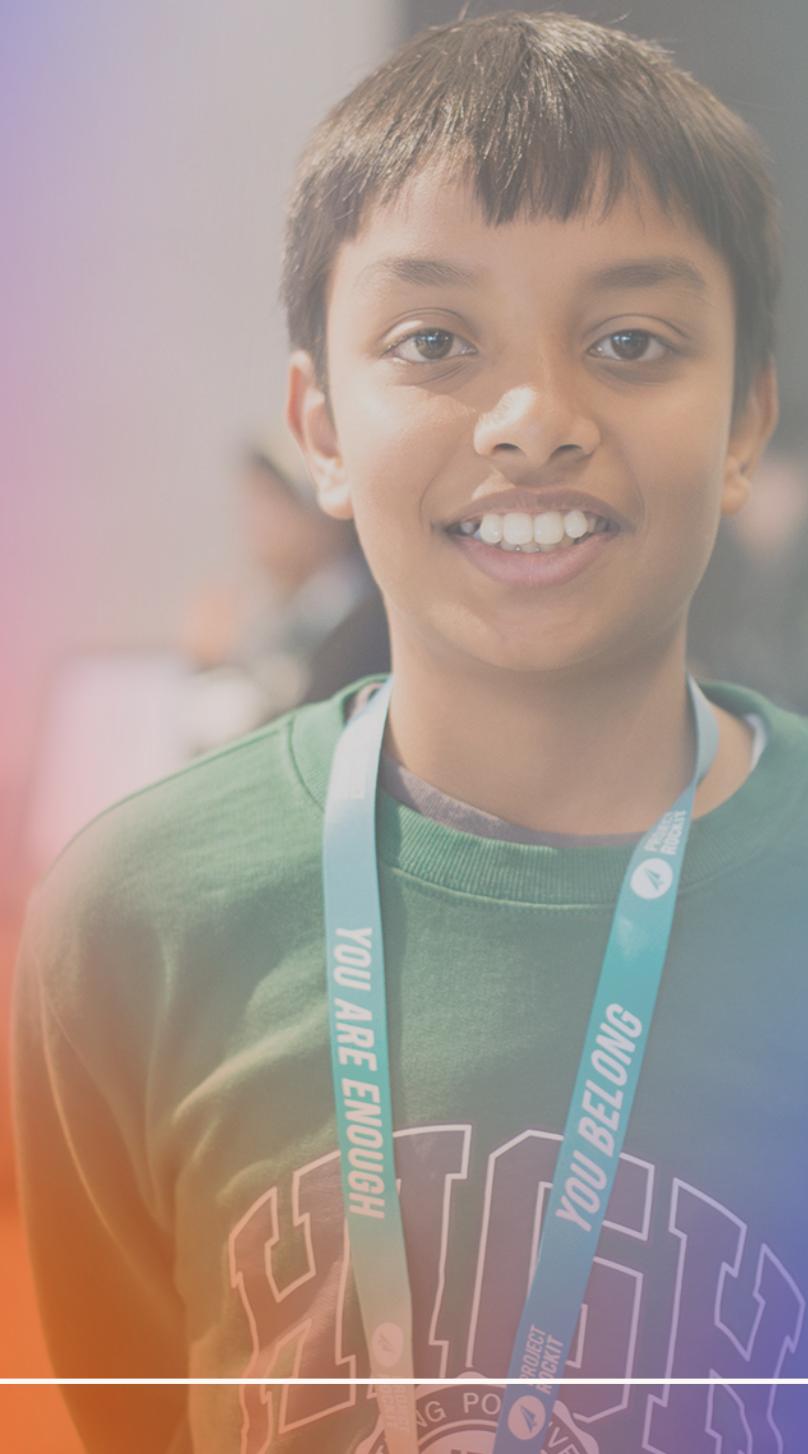
ACROSS

277

SCHOOLS



• Regional, rural or remote	64%
• Metro	36%



**PROJECT ROCKIT
MADE ME FEEL
MORE CONFIDENT
IN EVERY WAY.**

– Primary school student, VIC

NOT ANOTHER BORING LECTURE

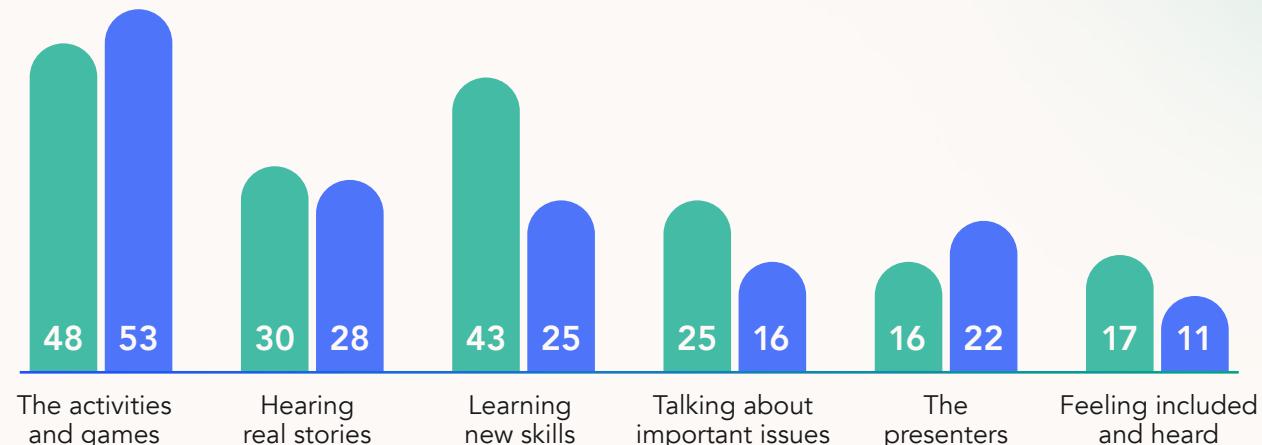
PROJECT ROCKIT programs aren't about telling young people what not to do. They're about helping kids and teens work out who they are, where they stand, and how they want to show up for each other, online and offline.

As the data shows, young people consistently name the activities and games, learning new skills, and hearing real stories as the best parts of a program. *That's by design.* Our programs are active, participatory and human – creating space to move, think, laugh, reflect and connect.

This isn't a lecture. It's an experience. One that builds real-world skills, confidence, peer connection and agency. For 20 years, that's been our point of difference – and why students don't just remember what they learned, but how it *felt* to be there.

WHAT WERE THE BEST PARTS OF TODAY'S WORKSHOP?

Primary Secondary





**A PROGRAM
RELEVANT TO
THE WORLD WE
ARE LIVING IN.**

– Teacher, VIC

SPOTLIGHT:

PARTNERING FOR STRONGER DIGITAL FUTURES

According to the 2025 Australian Youth Digital Index, 74% of young people are currently learning digital skills on their own. That's why PROJECT ROCKIT and the Telstra Foundation have partnered on *Digital Futures* – to give young people, particularly those in regional and rural communities, the guidance, skills, and confidence to thrive online.



AT A GLANCE

In 2025:

20

SCHOOLS ACROSS
NSW, VIC, TAS & NT

13

COMMUNITIES

31,950

STUDENTS

Together, we're aiming to reach 270,000 young people, educators, and families over three years through three key activities:

- **School programs:** In-person workshops plus ongoing online support to help students build digital skills, stay safe online, and navigate social media with confidence
- **Community connections:** Interactive sessions for families and communities exploring digital wellbeing, online safety, and how tech can support health and learning.

- **Youth-created content:** Projects like *Dear Digital Future*, an eight-part series led by the National Youth Collective, sharing real stories and insights from young people themselves.

In 2025, our *Digital Futures* programs reached 20 schools across NSW, VIC, TAS, and NT, engaging 13 communities and 31,950 students. Beyond this, thousands more parents, carers, and young people connected through online education and youth-created content. Each program was tailored to its community, keeping learning practical, relevant, and anchored in the realities of young people's digital lives.

YOUNG PEOPLE LEADING THE WAY

In 2025, PROJECT ROCKIT's National Youth Collective continued to grow in both size and impact. With more than 50 members, the Collective is action-oriented by design, bringing young people together in agile project teams to create, design, research and lead.

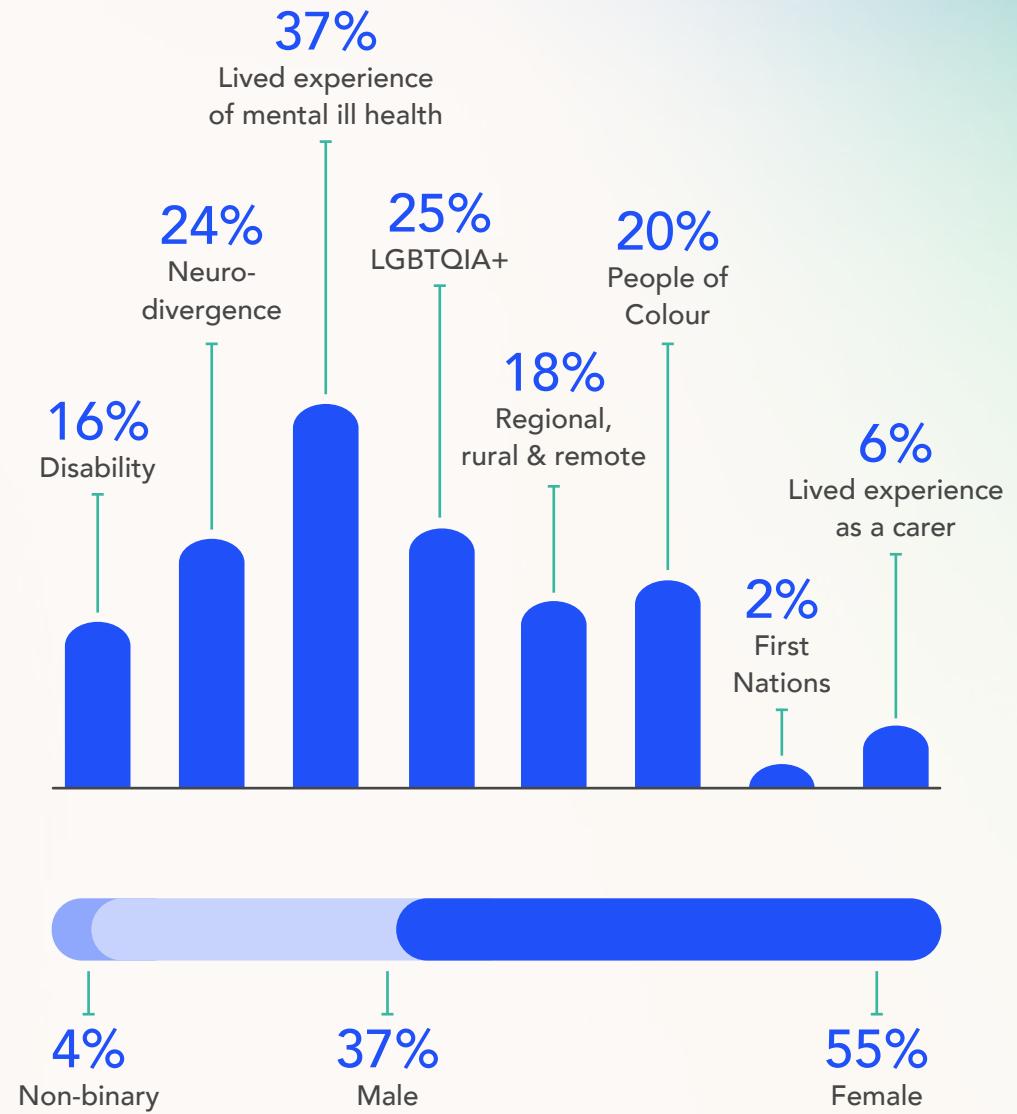
Projects are initiated in a range of ways: by members themselves, in response to live public policy issues and through partnerships with organisations seeking meaningful youth input. In every case, the work is developed and delivered with young people at the centre, drawing on Collective members' lived experience, insight and leadership across campaigns, content creation, advisory work, consultations and original co-research.

2025 was a *big* year for the Collective. Members contributed to co-research, co-design and co-creation projects with partners across government, industry and community, including the Australian Privacy Commissioner, Apple, Roblox, the Telstra Foundation and the Western Sydney Migrant Resource Centre. We also partnered with Future Generation to convene a pop-up youth advisory group guiding investment decisions in organisations supporting positive childhood experiences. Alongside this, members represented youth perspectives at SXSW Sydney and appeared in major media, including ABC TV and The New York Times.



OUR COLLECTIVE IMPACT

The 51 members of the National Youth Collective (average age 16.3) bring diverse experiences and perspectives that shape the work we do.





THE IMPACT OF THE COLLECTIVE SPEAKS FOR ITSELF:

98% of members say the Collective has supported them to have their voices heard

87% report that it has helped them grow as a person

90% agree it offers a tangible, paid role in youth advocacy

87% say it amplifies youth voices into spaces usually reserved for adults

87% have accessed additional opportunities, like speaking gigs, co-design, or advisory roles

95% believe it is an excellent example of meaningful youth engagement in practice

This is the ripple effect of youth leadership: proving that when young people are given agency, they can (and will) drive real-world change.

SPOTLIGHT:

SHAPING SAFER SPACES ON ROBLOX

In May 2025, over 40 young gamers aged 10–14 came together at PROJECT ROCKIT HQ in Melbourne for *Play to Connect*, a creative co-design workshop exploring civility, safety, and positive interactions on Roblox.

Eight members of the National Youth Collective joined as peer facilitators, ensuring young voices were authentic and representative, while two younger members participated as gamers themselves.

The workshop was an opportunity for participants to share their insights, rapid-prototype ideas, and express what they need from online gaming experiences – drawing directly on their lived experience. To ensure these ideas could translate into real-world change, Roblox safety executives

flew out to Australia to hear firsthand from young people about what works, what doesn't, and how the platform could better support prosocial play.

By leveraging principles from the Thriving in Games Playbook and Responsible Innovation in Technology for Children, the session generated actionable recommendations for Roblox developers and community leaders.





**MY VOICE WAS
CHAMPIONED AND
MY OPINIONS WERE
CHALLENGED SO
THAT I COULD GROW**

– Noa, 16 years old, National Youth Collective



FROM YOUTH VOICE TO SYSTEMS CHANGE

**Systems don't change by accident.
They change when lived experience,
evidence and decision-making
power meet.**

In 2025, PROJECT ROCKIT advocated across government and industry to *influence the systems shaping young people's lives* – from policy and regulation to platform design and safety standards.

Our advocacy focused on issues with real-world consequences for young people, including emerging social media regulation, national anti-bullying policy, and broader online safety and privacy public policy. Insights, evidence and lived experience shared by members of our National Youth Collective strengthened our positions and ensured policy discussions were grounded in lived experience.

A key moment in 2025 was supporting National Youth Collective member Caitlin to appear at a Federal Senate Hearing alongside our CEO, contributing evidence to the inquiry into the

Federal Government's social media minimum age scheme. Young people also shaped government submissions and consultations, helping decision-makers understand not just what is happening, but *why it matters*.

Alongside government engagement, PROJECT ROCKIT also advocated directly to industry. We led a small group of organisations on Meta's Safety Advisory Council who jointly authored an open letter to senior leadership raising concerns about proposed changes to content moderation and safety systems. We also served on safety advisory boards for Meta, Snapchat and Spotify, bringing youth-informed perspectives into industry decision-making.

This is what systems change looks like:
Evidence-based, youth-informed advocacy embedded where decisions are made.





WHEN SUPPORT IS SOMETIMES HUNDREDS OF KILOMETRES AWAY, THESE ONLINE SOCIAL CONNECTIONS AREN'T JUST A LUXURY BUT A LIFELINE. AT PROJECT ROCKIT, WE TRAIN YOUNG PEOPLE WITH THE STRATEGIES, SKILLS AND PEER SUPPORT SO THAT WHEN THEY ARE NAVIGATING THESE SPACES THEY HAVE THE TOOLS TO BE EMPOWERED AND STAY SAFE.

– Lucy Thomas OAM, Co-Founder and CEO, PROJECT ROCKIT

LOOKING FORWARD

In 2026, PROJECT ROCKIT turns 20! What began as a small, youth-led project has grown into a national movement – and this milestone is both an opportunity to reflect and a prompt to look forward with intention.

Next year, we will continue to deepen our impact while expanding our reach. That means working in more communities across Australia, while continuing to focus on supporting those facing the greatest barriers. We don't just go where it's easy. We show up everywhere – and we invest the time, relationships and care needed to make the work stick.

We'll strengthen partnerships, expand digital wellbeing initiatives in regional and rural communities, and continue backing youth-led work that drives change in schools, systems and policy spaces. Building on the success of the National Youth Collective, we're also launching PROJECT ROCKIT 'Launchpad' – a new offering

that connects organisations with the authentic voices of young Australians through advisory, co-design and co-creation, helping shape policies, products, campaigns and initiatives that are better because young people are genuinely involved.

Alongside this, 2026 will be a year of big-picture thinking – creating space to imagine the next chapter of PROJECT ROCKIT, powered by the young people who will carry it forward.

Let's go 2026!



OUR CHAMPIONS

Thanks to the generosity of our Project Rockit Foundation partners, we are working to ensure no young person falls through the cracks because of their background or postcode:

Amaroo Foundation;
Anthony Costa Foundation;
Brian M. Davis Charitable Foundation;
BRP;
Bupa Foundation;
Freemasons Foundation Victoria;
Future Generation Global;
HMC Capital Foundation;
James N. Kirby Foundation;
Mutual Trust Foundation;
Officeworks;
St George Foundation;
Steadfast Foundation;
Telstra Foundation;
Telstra.

And a massive thank you to our PROJECT ROCKIT partners & collaborators for for trusting young people, valuing their insights, and working alongside them to build a better world, today and for the future they will inherit:

Australian Privacy Commissioner;
Born This Way Foundation & Cotton On Foundation;
Future Generation;
Meta;
Roblox;
Snapchat;
Telstra Foundation;
Western Sydney Migrant Resource Centre.

Finally, a massive congratulations to our 2025 National Youth Collective members:

Adriel	Hansika,	Mia
Aditya	Jensen	Michael
Anju	Joshua	Mo
Abbey	Jolie	Nicholas
Ayush	Jovia	Neerja
Bentley	Kanishka	Noa
Caitlin	Konan	Olivia
Chloe	Kris	Oscar
Christopher	Lamisa	Patrick
Ciri	Lucia	Rehan
Darcey	Lucy	Rhea
Dhishana	Mackenzie	Rispah
Dominik	Mannon	Raghu
Eli	Marlene	Taihan
Emily	Max	Theo
Fiona	Maxine	Vedrana
Hannah	Mehela	Victoria
	Megan	



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