

Fifteenfold surge in sign-ups for Australia's biggest anti-bullying lesson

From 26,000 to more than 394,000 — Kids Helpline @ School prepares to make history with schools and communities, taking a stand during Bullying No Way Week.

A record-breaking 394,000 primary and secondary students across Australia will come together from Monday, 11 August for the largest-ever national anti-bullying lesson, hosted by Kids Helpline @ School, a free virtual education program delivered by **yourtown**.

That's 15 times more students than last year's event, which reached just over 26,000 students—and with registration still open, numbers are climbing daily.

yourtown CEO Tracy Adams said it's powerful to see so many children, young people, and schools leaning into this important issue.

"It tells us loud and clear that students want to feel safe, respected, and included, and they want to be part of the solution." Ms Adams said.

In 2024, Kids Helpline recorded over 3,500 counselling sessions directly related to bullying, and more than 200,00 young people accessed bullying-related content online. Of concern was the level of distress young people were presenting with.

Developed by qualified Kids Helpline counsellors who support young people dealing with bullying every day, the event features two 20-minute virtual lessons: one designed for primary and one for secondary students. The content is curriculum-aligned, developmentally appropriate, engaging, and packed with expert tips, tools, and real-world insights.

Each session is free of charge and streamed live to classrooms across the country. Educators can also access a recording, so they can engage at a time that suits their class.

Importantly, parents, carers and other concerned adults are also invited to register and join, helping build a shared understanding and whole-community approach to preventing and responding to bullying.

Backed by principal partner Bupa, Kids Helpline @ School delivers free wellbeing sessions to thousands of Australian schools each year.

Bupa Asia Pacific Chief Sustainability and Corporate Affairs Officer, Roger Sharp said supporting Kids Helpline's delivery of Australia's biggest anti-bullying lesson is an extension of Bupa's ongoing commitment to improving the mental wellbeing of Australia's young people.

"The Kids Helpline @ School program plays a vital role in educating young people on positive social and wellbeing practices, which is vital as children navigate the challenges of existing in today's physical and online worlds," Mr Sharp said.

This nation-wide lesson is a proactive step towards prevention and empowerment.

Fast facts

- **Event:** Kids Helpline's Largest Anti-Bullying Lesson
- **When:** 11 August 2025 (during Bullying No Way Week)
- **Audience:** Primary and secondary students, teachers, parents, carers and the broader community
- **What's included:**
 - Two free, 20-minute virtual primary and secondary aligned sessions delivered live by professional Kids Helpline counsellors
 - Curriculum-aligned, developmentally appropriate content
 - Evidence-informed strategies for preventing and responding to bullying
 - Exclusive access to classroom-ready bonus resources
 - A recorded version available post-event to watch at your convenience
 - Fun, engaging and meaningful content for students-and learning for adults too

To learn more or register your class, visit:

<https://schools.kidshelpline.com.au/sessions/anti-bullying-event>

Media Contact

For more information or to arrange a media interview, please contact Jessica Tatzenko, **yourtown** Media & Communications Specialist.



0423 843 786



jtatzenko@yourtown.com.au