



BULLY ZERO®

**STRATEGIC
PLAN
2019-2024**

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BULLY ZERO[®] STRATEGIC PLAN 2019-2024



**EVERY STUDENT,
WORKER, PARENT
AND YOUNG PERSON
THAT ENGAGES WITH
US HELPS TO SHAPE
BULLY ZERO.®**

89%

**OF FAMILIES HAVE
BEEN AFFECTED
BY BULLYING.**



SHANE GILLARD
CHAIR

In this plan, we outline the future strategic direction for BULLY ZERO®, a future that we believe will position us as the leading national organisation working to prevent bullying in Australia, whether it happens in schools, workplaces, communities or online.

This plan represents the culmination of considerable work and a rigorous process of consultation, analysis and review. It includes input from our ambassadors, volunteers, staff and the Board as well as key stakeholders. We have asked ourselves the difficult questions, analysed our opportunities and have established a forward-looking plan that will set the foundations for BULLY ZERO® beyond 2024.

This plan will position us to be the catalyst for change. We will continue to focus on the delivery of programs tailored to the needs of each environment that have been developed from evidence-based research.

We will invest in innovation and technology solutions that will improve program outcomes, efficiency and delivery.

We will continue to recognise the wonderful work of all our people, without whom we would not be the amazing organisation that we are, and which we will continue to be.

Please join us in supporting and celebrating this new direction for BULLY ZERO® as we explore new frontiers solely for the purpose of dramatically improving the lives of those impacted by bullying.

**OUR MISSION IS TO PREVENT
AND REDUCE BULLYING THROUGH
EVIDENCE-BASED EDUCATION,
ADVOCACY AND SUPPORT FOR ALL
COMMUNITIES ACROSS AUSTRALIA.**

ACCOUNTABLE

- We are responsible for our actions and we are prepared and able to explain our undertakings.
- We recognise responsibilities in our neighbourhoods and communities.
- We are constantly looking at how we can improve as individuals and as an organisation.
- We ensure that all our resources and assets are used in the best possible way.

DIVERSITY

- We accept and celebrate differences. We teach mutual respect and promote positive attitudes and behaviours in schools, workplaces, community groups and sporting clubs.
- We ensure that our policies, procedures and practice aim to ensure equality and participation, regardless of gender, identity, age, ethnicity, cultural background, religion, disability and sexual orientation.

RESPECT

- We recognise that each person is individual and unique.
- We acknowledge the importance of heritage, traditions, identity, needs and aspirations.
- We care about each other and are open to listening to each other's point of view.
- We recognise and celebrate the contributions, achievements, journeys and stories of all those who have supported us and continue to do so.

52%

OF YOUTH
EXPERIENCE BULLYING
AT SCHOOL.

EMPATHY

- We adhere to the strongest ethical standards to ensure we remain open, trustworthy and compassionate.
- Our relationships are built on friendship and respect.

UPSTANDER

- We demonstrate the importance of standing up and speaking out.
- We are empowered and share our knowledge with the community to create safe and respectful places.

**BULLY ZERO® OPERATES ON
THE FRONT LINE DELIVERING
EDUCATIONAL PROGRAMS THAT
INFORM AND EMPOWER EVERYONE
TO PUT AN END TO BULLYING.**

OUR VISION IS FOR
EVERYONE TO FEEL

**SAFE,
VALUED
AND
RESPECTED.**



ANDRE CARVALHO
CHIEF EXECUTIVE OFFICER

This document sets out a strategic agenda for BULLY ZERO® over the next five years. It describes our vision, mission and the key goals to ensure we have the capacity to realise our vision.

Our work has one purpose: to reduce all types of bullying in Australia. To achieve this, we will deliver evidence-based programs and services that respond swiftly and effectively to the needs of all Australians.

We focus on preventing bullying by creating environments where everyone can thrive. We develop and deliver programs and initiatives that promote civility, inclusion and equality.

Our workshops provide participants with effective solutions on how to respond to all forms of bullying, in the workplace, at school and online.

This strategic plan gives us a clear focus for our work by articulating four goals to help reduce bullying across Australia.

Developed in consultation with our ambassadors, supporters, volunteers, staff and Board, the plan will guide our work from July 2019 through to June 2024.

We believe the best way to achieve our vision is to educate, advocate and support. As we grow and achieve these key goals, we are confident that we will work towards an Australia where we feel safe, valued and respected.

Since 2012, we have been at the forefront of educating young people, parents and workers. We believe the new strategy will allow us to deliver the key prevention work needed to reduce the levels of bullying across our schools, workplaces and communities.

Join us on our journey to achieve these goals.

**WE WORK IN PARTNERSHIP WITH
THE COMMUNITY TO DEVELOP
INNOVATIVE ACTIONS, IMPROVING
OUR RESPONSIVENESS AND
INCLUSIVENESS.**

Approximately 27% of Year 4 to Year 9 Australian students reported being bullied every few weeks or more often. That's equivalent to 912,000 children in Australia. Reports suggest 1 in 5 school students experienced online bullying in any one year. An additional 100,000 school children stay home each day because they feel unsafe at school.

Whilst we allow this to continue, victims, their families and friends are still in desperate search for support and guidance. Some victims of bullying are so tormented that suicide has become their only option. Allem Halkic, was one such victim who at the tender age of 17, took his own life after being harassed online. Allem's tragic story, amongst others, was the catalyst for launching BULLY ZERO® in 2012.

Despite investment in bullying prevention initiatives by Federal and State Governments, there is still a fragmented approach to services, support and advice across Australia. This fragmentation leads to a level of helplessness in those that find themselves either a victim of bullying or trying to provide support to someone that has been bullied.

Bullying isn't a problem that makes headlines every day, but every day it touches the lives of people across Australia. No parent should have to bury their child as a consequence of such insidious behaviour. A child or adult should never feel so alone that they believe they have no other option.

23%
**OF PARENTS BELIEVE
BULLYING IS A BIG
PROBLEM AT THEIR
CHILD'S SCHOOL.**

The extent of the desperation faced by many parents was highlighted in the recent report, RCH Child Health poll on Childhood Bullying, Rhodes, A, (2018) in which key findings highlighted:

48%

OF PARENTS ARE WORRIED ABOUT THE LONG-TERM EFFECTS OF BULLYING ON THEIR CHILD.

44%

OF PARENTS ARE FRUSTRATED AT BEING UNABLE TO HELP.

17%

OF PARENTS FELT PHYSICALLY SICK, OR ANXIOUS.

Figure 1 - Key findings of bullying affecting parents in Australia 2018.

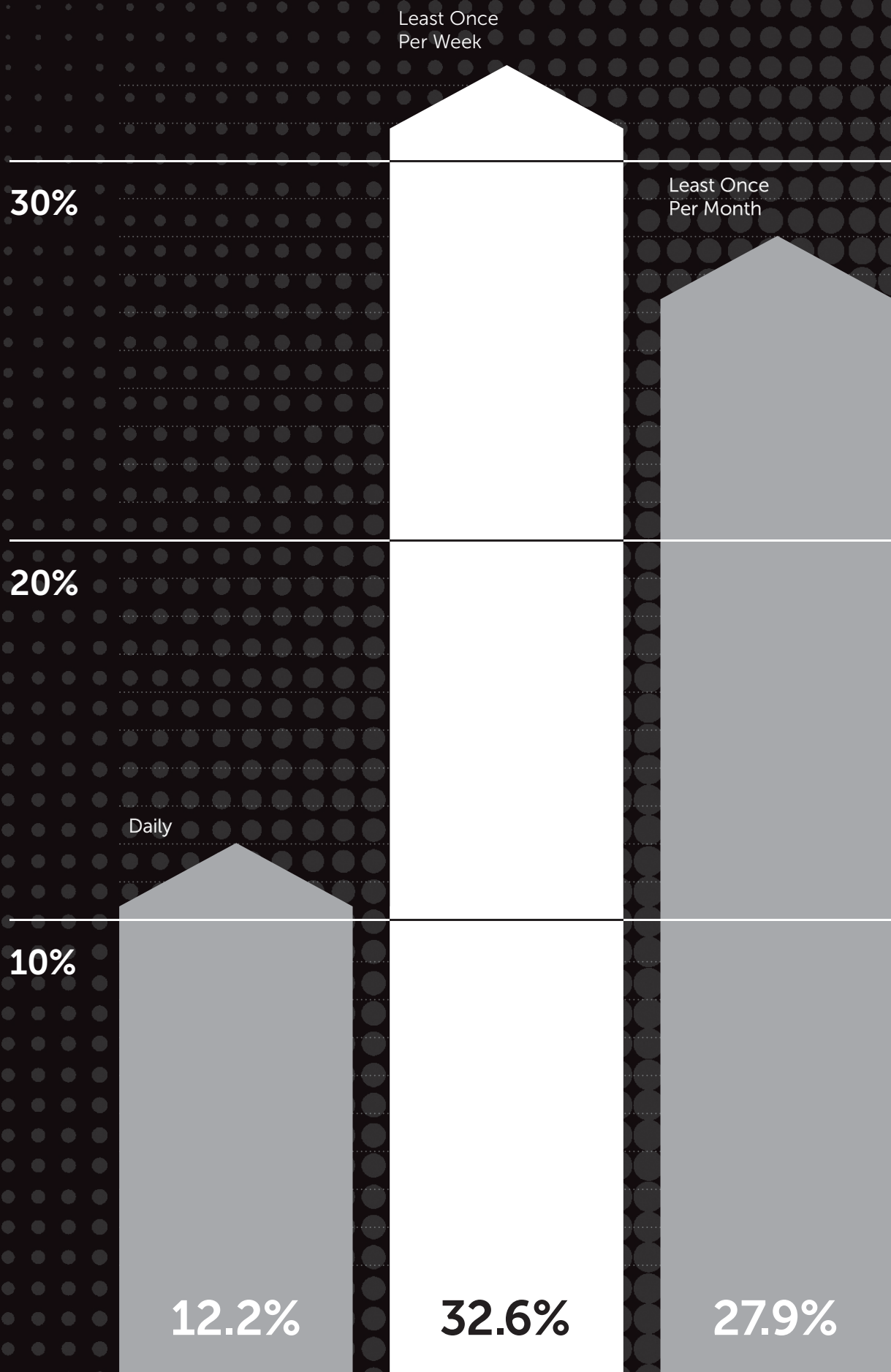


Figure 2 - Frequency and duration of workplace bullying in Australia 2014-2015.

**THE PREVALENCE OF WORKPLACE
BULLYING IN AUSTRALIA HAS
INCREASED FROM 7.0%
IN 2009-2011 TO...**



9.6%

**PREVALENCE
OF WORKPLACE
BULLYING
IN 2014-2015.**

“A SMALL
GROUP OF
COMMIT-
TEE
CITIZEN
CHANGING
THE WORLD



OF
TTED
SCAN
E
—IT'S THE ONLY THING THAT EVER HAS.
MARGARET MEAD
ORLD.”

HOW WE INTEND TO OPERATE TO ENSURE WE CREATE AND DELIVER MEASURABLE SOCIAL IMPACT.

2019



Participants

- School Aged Children (including schools, sports clubs and community groups).
- Teachers and Principals.
- Parents and Guardians.
- Employers and Employees.



Issue

In Australia, 1 in 4 young people experience bullying and 1 in 5 adults experience bullying in the workplace. Bullying can adversely affect the psychological and physical health of a person.



2024



Outcomes

- Increased participation in education or employment and improved performance.
- Improved self-esteem, mental health and wellbeing.
- Improved employment pathways.
- Greater engagement and social connection.



Impact

All young people and adults in Australia have the opportunity to live in a safe, respectful and friendly environment.



Programs

- Schools Bullying Prevention Program.
- Sports Bullying Prevention Program.
- Workplace Bullying Prevention Program.
- Bullying Information and Advice Service.

The background of the page is a photograph of a sports field, likely a soccer or football field, with a red running track in the foreground. Several people are visible on the field, some in motion, suggesting a game or practice session. The lighting is warm, possibly from a sunset or sunrise, creating a golden glow over the scene.

BY EDUCATING
COMMUNITIES ACROSS
AUSTRALIA, WE WILL...

REDUCE BULLYING, EMPOWER AND CAMPAIGN FOR CHANGE.



**WE ARE LEADERS IN PREVENTATIVE
EDUCATION. EQUIPPED WITH
EVIDENCE-BASED KNOWLEDGE,
BULLY ZERO[®] INVITES PARTICIPANTS
TO STAND UP IN THE FACE
OF BULLYING.**

**BULLY ZERO® WILL
REDUCE BULLYING ACROSS
SCHOOLS, WORKPLACES
AND COMMUNITIES
BY IMPLEMENTING
NEW EVIDENCE-BASED
EDUCATION PROGRAMS.**

Initiatives

- 1.1** We will develop, implement and evaluate a new holistic education program that reduces bullying in schools.
- 1.2** We will develop, implement and evaluate a new workplace accreditation program that educates employers and employees and reduces bullying in the workplace.
- 1.3** We will develop, implement and evaluate a bullying prevention program aimed at our community, including sports and community groups.

Measures

- 500 schools successfully completed new school program.
- 150 employers successfully accredited in new workplace program.
- 100 community groups participated in community program.
- 350,000 students, teachers, parents and employees participate in programs.

**BULLY ZERO® WILL
EMPOWER THOSE
IMPACTED BY BULLYING
BY DELIVERING CREDIBLE
AND EVIDENCE-BASED
INFORMATION, ADVICE
AND GUIDANCE.**

Initiatives

- 2.1** We will develop and implement a new support service that provides expert guidance, information and advice to those experiencing bullying.
- 2.2** We will develop and introduce an online tool to provide information and guidance on all aspects of bullying.
- 2.3** We will develop a series of fact sheets, pamphlets and brochures to be available online and offline for schools, workplaces and community settings.
- 2.4** We will establish new partnerships with crisis and counselling organisations to ensure appropriate referral channels for callers requiring such support.

Measures

- 10,000 callers supported on information line.
- 250,000 visits to online information portal.
- 10 fact sheets produced.
- 50,000 fact sheets distributed.
- Five referral partnerships established.



**BULLY ZERO®
WILL INFLUENCE
GOVERNMENT AND
INFORM THE GENERAL
PUBLIC THROUGH HIGH
QUALITY RESEARCH,
EVIDENCE AND DATA.**

Initiatives

- 3.1** We will create and implement a 'National Bullying Audit' to measure the levels and impact of bullying in Australia every two years.
- 3.2** We will conduct quality bullying prevention research.
- 3.3** We will develop and advocate for legal and policy changes to help reduce bullying.
- 3.4** We will develop and implement public awareness campaigns across Australia to help raise awareness of the tragic consequences of bullying.
- 3.5** We will develop and implement a new Ambassador and Community Champion Program which creates an anti-bullying movement for change across Australia.

Measures

- Three national audits completed.
- Three research studies completed.
- Identify five key issues to advocate.
- Successfully change two key issues through advocacy.
- Implement a flagship awareness campaign and favour smaller annual campaigns.

**BULLY ZERO® CREATES
A HIGH PERFORMING
AND SUSTAINABLE
ORGANISATION THAT
WILL SEE US GROW OUR
IMPACT AND REACH
ACROSS AUSTRALIA.**

Initiatives

- 4.1** We will develop a robust, viable and sustainable income plan.
- 4.2** We will operate across all states and territories in Australia.
- 4.3** We will recruit, support and engage our people effectively.
- 4.4** We will operate with strong governance through continual review and strengthening of BULLY ZERO® systems and structures.

Measures

- Be a \$3 million organisation by 2024.
- Have a local presence in all states and territories .



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