



PROJECT
ROCKIT

2020 impact survey

2020 Impact Survey

In a nutshell...

In August 2020, we launched our 2020 Impact Survey online survey to capture feedback on PROJECT ROCKIT's impact over the past 14 years.

The survey was shared through social media and teacher networks and responses submitted anonymously.

Over 3 weeks, we received
206 responses
from past PROJECT ROCKIT participants aged 11 – 25 years old.

The time passed since completing the workshop ranged from 0 – 11 years (average = 2 years).

RIGHT: Participant ratings of PROJECT ROCKIT in comparison to other (cyber)bullying education at their school >>



74% way more impactful

26% slightly more impactful

<1% slightly less impactful



PROJECT
ROCKIT

Over 99%


of students reported that PROJECT ROCKIT was more impactful than other (cyber)bullying education provided at their school.

89%

of students believed that their participation in PROJECT ROCKIT has sparked positive changes for them.

85%

of students noticed positive changes in their peers after participating in a PROJECT ROCKIT workshop.

A group of students in school uniforms are gathered outdoors, possibly in a school courtyard. A young woman in the center is smiling and looking down at something in her hands. Other students are visible around her, some with their backs to the camera. A white, hand-drawn speech bubble is overlaid on the right side of the image, containing text.

IT MADE ME MORE INVESTED IN
THE EQUALITY AND SAFETY OF
OTHER STUDENTS AT MY SCHOOL.

Why was the workshop impactful?

It focused on our strengths:

"For a bunch of teenagers, it validated and vocalised issues that otherwise were ignored or not addressed. We took notice and reflected. I noticed it also gave hope, confidence and guidance to those that were being affected by bullying."

– 25 year-old respondent, Melbourne VIC, 9 years after workshop

"Instead of *how to not do bad things* I liked the focus on *how to actively do good things*"

– 14 year-old respondent, Melbourne VIC, 1 year after workshop

It built empathy:

"It gave everyone more understanding of what it really is like and how bad it can actually get. I've been bullied before and this helped me so much."

– 18 year-old respondent, Perth WA, 3 years after workshop

"They were young and more relatable compared to somebody just showing a power point. I know a few people who have lost their lives to cyberbullying and if PROJECT ROCKIT had been in their schools they could still be with us today."

– 20 year-old respondent, Cranbourne VIC, 4 years after workshop

It was interactive:

"During the PROJECT ROCKIT workshops, I noticed my year level was a lot more engaged. Everyone was actually paying attention and having a good time. I think PROJECT ROCKIT was the only workshop our year level has ever asked to do again."

– 16 year-old respondent, Wangaratta VIC, 1 year after workshop

"Since it was interactive people were actually listening. Coming from a 1,000 pupil school it's hard to concentrate but they made it so easy."

– 13 year-old respondent, Canberra ACT, 1 year after workshop


It was fun:

"It got the crowd really hyped and I remember feeling the energy in the room and myself really wanting to take part."

– 19 year-old respondent, Melbourne VIC, 6 years after workshop

"There were fun activities that got us involved and also provided laughs for everyone. People remember the times they laugh. It inspired me to be more active in taking a stand against issues that matter to me because it shows the impact that passion can have."

– 18 year-old respondent, Gisborne VIC, 5 years after workshop



IT HELPED ME FEEL MORE
COMFORTABLE TO TALK TO
MATES AND IT GAVE ME A
DEEPER UNDERSTANDING OF
WHAT IS RIGHT BY ME.

It centred young people:

"The entire atmosphere was incredible, I still think back to that day and the fun I had. I thoroughly enjoyed being spoken to as a young adult, rather than a child. I think we all found a new respect for being the person we all want to be online."

– 19 year-old respondent, Wangaratta VIC, 4 years after workshop

"There was the perfect balance between talking to us and with us. The presenters also talked about themes we could relate to and are able to understand."

– 14 year-old respondent, Adelaide SA, 1 year after workshop

"I remember how interactive, relaxed and open it was. Even though it was meant to be educational and serious, it felt very chillaxed and a like a safe space to talk."

– 13 year old respondent, Sydney NSW, 1 year after workshop

"It's hard to relate to teens and not all speakers with such a strong message can get through to teens as well as you guys did. I noticed that once you started and made it clear that we could be open and honest during the talk, everyone felt more comfortable joining in and sharing things. I just think every person in the room related to what you guys were saying. Most talks we've been given have been boring and hard to listen to. Whereas you guys interacted with us, got us involved, provided a safe space and made it super fun for us."

– 16 year-old respondent, Wangaratta VIC, 1 year after workshop

"PROJECT ROCKIT was a great experience to have as a youngster. It motivates youngsters to speak up for their rights. To make the most impact you have to speak up."

– 15 year-old respondent, Sydney NSW, 11 months after workshop

"During cyber bullying seminars, students are usually inappropriate. However, during PROJECT ROCKIT most of my peers were engaged. The presentation was targeted to us in a way unlike most other organisations. It was in tune with how current teenagers think, act and behave. I think it was for this very reason that many students listened, rather than tuning out."

– 19 year-old respondent, Melbourne VIC, 4 years after workshop

"It was interesting. The conversations weren't boring and did have some interaction with us. It was made for youth which was better than some other speeches that you have to sit there and just listen."

– 14 year old respondent, Adelaide SA, 10 months after workshop





IT MADE ME WANT TO CHANGE THE WORLD

The presenters were relatable:

"Their energy is what stood out to me and how excited they were to be there, it made me feel safe."

– 18 year-old respondent, Leongatha VIC, 4 years after workshop

"Seeing the diversity within the presenters and staff at PROJECT ROCKIT is really inspiring, and has helped be be the person I am today!"

– 16 year-old respondent, Melbourne VIC, 2 years after workshop

"When we had Q and A and we were able to really ask questions that we were uncomfortable talking about with other adults - I never would have been that comfortable with telling many people about past incidents but the presenters weren't intimidating at all and were super trustworthy."

– 18 year-old respondent, Campbelltown NSW, 4 years after workshop

"I remember the bubbly and smiling faces that we were greeted with. The workshop was very fun and I loved the interactions that occurred through the workshop."

– 17 year-old respondent, Launceston TAS, 2 years after workshop

"I liked how the PROJECT ROCKIT members could engage with the audience because they acted as though they were on our level."

– 17 year-old respondent, Ballarat VIC, 3 years after workshop

"The sessions are by far the most engaging I have attended throughout my schooling in the past 12 years. We are constantly engaged with relatable content and a relationship is built between the presenter and us, the students. Because of the engagement, the message is more impactful."

– 17 year-old respondent, Ararat VIC, 2 years after workshop

"I really appreciated the presenters being younger, I connected with them more, and trusted what they were saying more so than if it was presented by older people, that have a different relationship with technology. I didn't feel judged or lectured, it was a fun experience, and it was more effective because of this."

– 16 year-old respondent, Sydney NSW, 1 year after workshop

"I thought they were great role models whom us youngsters can look up to."

– 14 year-old respondent, Melbourne VIC, 2 years after workshop

"They made education on bullying and acceptance interesting and relatable. We do a lot in our time at school, but PROJECT ROCKIT's workshops have always stood out as very memorable."

– 25 year-old respondent, Melbourne VIC, 9 years after workshop





THE PRESENTERS WERE YOUNG AND
SPOKE TO US AS HUMANS AND YOUNG
ADULTS, RATHER THAN CHILDREN. IT
DIDN'T SEEM LIKE A LECTURE, MORE
LIKE A CHAT WITH FRIENDS.

What changes did the workshop prompt within you?

"I was more conscious of how my words and actions could effect my peers, so took time to reflect on this and made sure that I was treating people the way I wanted to be treated."

– 23 year-old respondent, Melbourne VIC, 8 years after workshop

"I reflected on my own experiences when I should have stepped in but I didn't. I have carried the importance of being the change, and representing what I think is right ever since."

– 17 year-old respondent, Ararat VIC, 2 years after workshop

"It made me want to change the world."

– 21 year-old respondent, Melbourne VIC, 11 years after workshop

"It gave me the feeling of acceptance, that I was wanted in the world."

– 13 year-old respondent, Darwin NT, 1 year after workshop

"I do remember the significant change within myself. I wasn't at the time being the best version of myself, I wasn't being the supported friends nor and helpful daughter. For me this was a reality check and helped me become a better person and be the person I want to be."

– 16 year-old respondent, Melbourne VIC, 4 years after workshop

"It made me look around and myself and make sure no one is getting bullied and not be a bystander. 1 month ago I saw a kid getting bullied and I put myself out there and said stop bullying this kid and just walk away."

– 13 year-old respondent, Sydney NSW, 2 years after workshop

"Really all of it changed my life. Ever since I did your workshop I've wanted to be a part of your team. You opened my eyes to a career path I didn't know was possible."

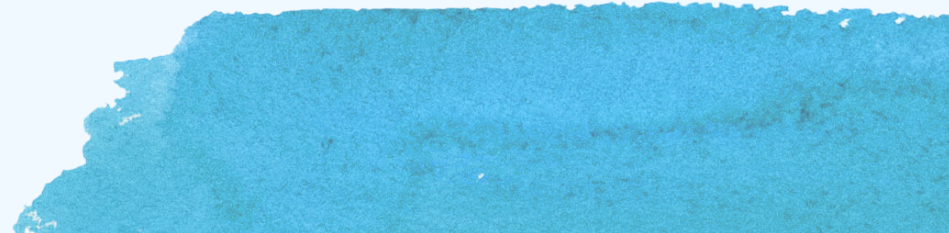
– 19 year-old respondent, Melbourne VIC, 4 years after workshop

"As a victim of cyber bullying and not being very cyber aware it taught me how to protect myself on the internet. It also helped me in a way see that bullies have issues themselves and they use vulnerable people to make themselves feel better. The workshop helped me feel better within myself when it came to cyber space and what I can do to create a positive footstep."

– 17 year-old respondent, Launceston TAS, 2 years after workshop

"PROJECT ROCKIT not only made me realise that we (as kids) can make a difference to aid our society for the better but made me reflect on our society as a whole and empowered me to make change for the good. I now do lots of community work with the school and with external community service groups like feeding the homeless."

– 14 year-old respondent, Sydney NSW, 1 year after workshop



Did the PROJECT ROCKIT workshop spark any positive changes for you?



89% Yes
9% No
2% Don't know

Did you notice any positive changes in the people around you after PROJECT ROCKIT?



85% Yes
13% No
2% Don't know



What changes did you see in the people around you after PROJECT ROCKIT?

"Everyone became more accepting and actually stopped bullying."

– 17 year-old respondent, Atherton QLD, 4 years after workshop

"Some of the popular kids at school, who participate in cyber bullying, actually were participating and seemed to learn lots of things afterwards. I even had some kids come up to me and apologise for everything they said to me online!"

– 14 year-old respondent, Melbourne VIC, 1 year after workshop

"I found that immediately after the program finished, everyone was on top of cyber safety to no end. In the long term, this surprised me most, most people stayed that way. They were on top of cyber safety and rarely still let things slide. They no longer just ignore mean comments."

– 15 year-old respondent, Melton VIC, 1 year after workshop

"PROJECT ROCKIT changed the environment of our class and school society. Honestly, I was pretty shocked by how many people stopped bullying others. Even though PROJECT ROCKIT came like 3 years ago to my school, the bullying has only once again begun. It really made a big difference and helped our school become a better place."

– 14 year-old respondent, Sydney NSW, 3 years after workshop

"PROJECT ROCKIT created a sense of acceptance and for some time after the workshop, I personally felt as though there was a feeling of better acceptance and belonging within your year level as we had all engaged in and spoken about issues and feelings which many of us had probably experienced or related to before at some time in our lives."

– 18 year-old respondent, Alice Springs NT, 4 years after workshop

"PROJECT ROCKIT highlighted what was beneath the surface. It allowed the topics hidden from society, to be brought up to the surface. I found this very beneficial as it gave people the confidence to speak out or voice an opinion. Within my cohort I felt like my voice wasn't really heard.... but when PROJECT ROCKIT came they asked me questions that turned my voice into an instrument of change. After speaking out, my cohort became intrigued with what I truly had to say and further leadership positions developed for me. I am very grateful to have been given the chance to talk and speak out about the issues that matter."

– 17 year-old respondent, Brisbane QLD, 2 years after workshop

"I found that people were considering their actions more, and I noticed that as a year group we were quite simply more aware."

– 14 year-old respondent, Perth WA, 1 year after workshop

What resources did your school use to follow up on your *PROJECT ROCKIT* experience?



16% Additional PROJECT ROCKIT workshops

40% Classroom discussion and activities

8% Episodes of PROJECT ROCKIT TV

7% PROJECT ROCKIT online learning

29% None, there wasn't much follow-up

How could we improve our impact?

“Give students more tools and resources on how they can teach other people in order to keep the learning going and to create a safer community.”

– 14 year-old respondent, Melbourne VIC, 1 year after workshop

“An improvement could be having more activities for the students to participate in after (eg. working with other student from different schools to be more confident with one another!)”

– 15 year-old respondent, Sydney NSW, 1 year after workshop

“I believe changing bullying will take a lot more than presentations, though they are definitely a stepping stone.”

– 16 year-old respondent, Melbourne VIC, 1 year after workshop

“My only suggestions could be to try and spread your influence even further to schools of all kinds, public and private (this is probably on going though) or just trying to spread your influence through media even more. I only found out about you guys due to school however it think it's be really cool if you could find a way to reach young people outside.”

– 16 year-old respondent, Brisbane QLD, 1 year after workshop

“For me, a downfall in my experiences (and this is probably the ONLY one) has been the lack of follow up after PROJECT ROCKIT's visit. That could well be the school's fault but I think it is an essential part of delivering the message so it isn't forgotten amongst the rest of our education.”

– 17 year-old respondent, Ararat VIC, 2 years after workshop

“The only thing I could say for you guys to improve is making it longer perhaps. It was honestly a really fun day, maybe even breaking the school group in half. This might allow people to share more, it will eliminate the fear of being judged by there whole year level. Interaction with the audience as much as possible because that was a highlight of it, hearing what our classmates had to say was very interesting and widened our perspectives a bit more.”

– 16 year-old respondent, Wangaratta VIC, 1 year after workshop

“I think encouraging / entering into longer term agreements with schools would be more beneficial as reinforcement and followup is often more impactful, and also helps to build better relationships and therefore discussions.”

– 21 year-old respondent, Melbourne VIC, 7 years after workshop



