

17 FEBRUARY 2014

MEDIA RELEASE

2014 NATIONAL DAY OF ACTION AGAINST BULLYING AND VIOLENCE

Minister Joy Burch, Chair of the Standing Council on School Education and Early Childhood (SCSEEC*) is today urging all Australian schools to register for the National Day of Action against Bullying and Violence to be held on Friday, 21 March 2014.

The National Day of Action is Australia's key bullying awareness event for schools.

"The National Day of Action against Bullying and Violence is a fantastic way for schools to strengthen their existing messages to their communities that bullying and violence are not acceptable in any way or at any time," said Minister Burch as she launched the 2014 campaign today.

Schools can register at the *Bullying. No Way!* website at www.bullyingnoway.gov.au and show their support for the National Day of Action campaign to raise awareness of bullying and violence in schools.

The key theme for the day will once again be the invitation for students to 'take a stand together' against bullying. Students will spread the message with colourful wristbands emblazoned with the '*Bullying. No Way!*' theme.

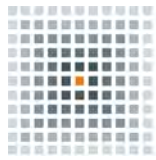
"I know many schools join together and 'take a stand' against bullying on the day, including hosting conferences and workshops to empower young people to call out and act on any behaviour which is disrespectful," Minister Burch said. "I encourage all schools to join in with this important initiative."

Minister Burch noted that this year's National Day of Action will be supported by additional resources and initiatives including:

- A national community service announcement campaign to air on television and radio;
- An upgraded 'Take a Stand' app available on Android, iPhone and iPad, with useful tips on dealing with bullying; and
- The 2014 NDA Facebook page, which provides opportunities for schools to share activities, they'll be undertaking on 21 March.

Schools across Australia will undertake a variety of events in support of the day of action, including special assemblies, games, poster competitions and guest speakers.

** Note: The Council of Australian Governments (COAG) met in December 2013 and agreed to new Council arrangements, including the establishment of an Education Council. SCSEEC will transition to the new Education Council throughout 2014.*



SCSEEC

Standing Council on School Education and Early Childhood

Teachers can also go to www.bullyingnoway.gov.au and download new curriculum-based lesson plans – developed for the 2014 National Day of Action – that support student involvement in the school's approach to countering bullying. “I am pleased that throughout Australia, schools have already been registering in record numbers, with nationwide school registrations more than double the same time last year,” said Minister Burch.

For more information or for schools that want to register their participation, visit the National Day of Action website at: www.bullyingnoway.gov.au

Media Contact: Greg Donaghue (03) 9639 0588 or greg.donaghue@scseec.edu.au

** Note: The Council of Australian Governments (COAG) met in December 2013 and agreed to new Council arrangements, including the establishment of an Education Council. SCSEEC will transition to the new Education Council throughout 2014.*