

## **ACM partners with the Kindness Factory. Supporting youth mental health.**

WEDNESDAY, NOVEMBER 10, 2021 - ACM has entered into an official media partnership with the Kindness Factory, a not-for-profit organization supporting youth mental health.

ACM Managing Director Tony Kendall said “This partnership signifies an important step in our commitment to keeping the community strong, informed and connected.”

“The Kindness Factory aims to help our youth to become kind and resilient individuals and in turn help with their own mental health - an important ingredient for both current and future generations.”

“When we asked our staff about what was most important to them from a corporate social responsibility perspective, mental health came through as the number one issue that our staff wanted to do something about. So we couldn’t be happier about kicking off this partnership with Kath and the team today and hope to not only drive awareness for the great work the Kindness Factory does but also provide a funding mechanism to push their work out across our ACM communities.”

The Kindness Factory was founded by Kath Koschel following a number of life tragedies. Her desire to give back to the people that helped her during very difficult times led her to establish the organization. What started with a website that collated random acts of kindness has evolved into the Kind Schools Network that helps schools embed Kath’s 12 attributes of kindness into the school curriculum giving kids critical skills to help with their own challenges in life.

Kindness Factory Founder Kath Koschel sees the partnership as a really important step for their next phase of growth. “In February we will launch the Kind Schools Network - a premium extension of the Kindness Curriculum and the support and funding from ACM will see this implemented in an initial 80 schools across the ACM network. I can’t thank the team at ACM enough for the support they are showing to help make the world a kinder place.” said Koschel.

ACM was first introduced to the Kindness Factory through their existing partnership with social purpose organisation [UnLtd](#). “We want to acknowledge and thank the team at UnLtd for connecting us with Kath. With their guidance we’ve been able to create a really strong partnership that we can all be proud of,” Kendall said.

UnLtd Chief Operating Officer Rachel Troy has been instrumental in establishing the partnership. “So far the Kindness Factory has embedded the Kindness Curriculum in 3000 schools across Australia and are looking to scale that further.”

“ACM is well placed to support the Kindness Factory with their 142 mastheads and strong connection in the communities they serve,” said Troy.

“The long-standing relationship ACM’s news brands have with their readers brings with it a local trusted relationship that aligns very well with the values of the Kindness Factory. This credibility and community focus is hard to come by, it really is a great fit.”

### **ACM’s initial support plan for the Kindness Factory will include:**

- Launch the partnership with a deep-dive [interview with Kath](#) and a summary of [ACM’s/Kindness Factory partnership](#) to be featured in print and digital across the ACM network today.

- ACM's 14 daily mastheads including the *Canberra Times*, *Newcastle Herald*, *Illawarra Mercury* and *Bendigo Advertiser* will carry the interview as a high impact 4-page wrap.
- Publish a World Kindness Day feature in ACM regional and community titles this Saturday 13th November, encouraging Australians to log their act of kindness at [kindnessfactory.com](http://kindnessfactory.com)
- Provide initial funding for 80 schools across the ACM regions to join the Kind Schools Network - a premium extension of the existing [Kindness Curriculum](#).
- Donate an amount equal to 2% of each individual policy\* sold of their new insurance brand [View Insurance](#) to help deliver the Kind Schools Network to even more schools across the country. Protecting our most valuable assets is important to everyone and now, by insuring with View Insurance you can help kids learn about the importance of kindness and the role it can play in managing mental health.

Integrating kindness into our lives can create positive change which is why we are encouraging all our readers and business partners to log their act of kindness simply by visiting [kindnessfactory.com](http://kindnessfactory.com).

Furthermore should you be reviewing your insurance options then why not take out a policy with heart. Visit [viewinsurance.com.au](http://viewinsurance.com.au) to insure your home, landlord, car, pet or business.

Contact: Paul Tyrrell, 0416 124 568

**ACM** is Australia's largest independent media company. We are passionate about keeping our communities strong, informed and connected. ConnectNow with ACM.

\*Calculated on the base premium amount.

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