

ACM kicks off Kind School Network in partnership with the Kindness Factory.

THURSDAY, FEBRUARY 10, 2022 - February 2022 marks the beginning of a new era for 80 schools across Australia as they receive a much needed boost from ACM to support the mental health and wellbeing of students.

“We are at a critical juncture where the demand for mental health support is at an all time high.” Said ACM Managing Director Tony Kendall.

“Our journalists have reported on mental health issues throughout regions of Australia for a long time and it’s evident we need to do more as a community. With this initiative we hope to provide some tools to help reverse what is a very worrying trend amongst our youth.” Kendall said.

ACM in partnership with the Kindness Factory commenced its support of 80 schools with a membership to the Kind School Network - a premium extension of the Kindness Curriculum.

The Kindness Curriculum was established by the Kindness Factory and Kaplan to address emotional learning and pro-social skills and qualities that support wellbeing. Scientific studies have shown that by incorporating kindness into education programs we can develop well-rounded individuals who are more likely to flourish cognitively, emotionally and socially. What launched in 2020 with a handful of schools has grown to over 3000 nationwide in only a couple of years.

Following the success of the Kindness Curriculum 1.0, Kindness Factory Founder Kath Koschel is determined to share her knowledge even more broadly and with as many schools as possible.

“The feedback we’ve received from participants has driven us to create a second iteration that will give schools even more support on their kindness journey. I can’t wait to see the difference it makes to our next generation in terms of their development, growth and resilience,” said Koschel.

The Kindness Factory will provide a comprehensive onboarding program that delivers a range of activities and benefits including:

- Teacher information sessions
- Masterclasses on how to instil kind learnings
- Kind conversation webinars from ambassadors sharing their experiences of fostering kindness
- Action days encouraging students to participate in Kind acts
- One Small Act podcast where kids from around the world discuss the 12 attributes of kindness and how it has helped them
- Access to the Kindness Curriculum
- Keynote presentation from Kindness Factory Founder Kath Koschel

Kindness is having a big impact in the way Australians live their lives. An independent study* by the Kindness Factory has shown that even in the darkest of hours such as living through a pandemic, Australians want to live a life of kindness.

Over a third of Aussies are more consciously kind as a result of Covid-19 and one third are more aware of the impact of loneliness and sensitive to the challenges faced by others.

Koschel went on to say “If kindness saves one life, then our mission is working.”

The immediate deployment of the Kind School Network into 80 schools was made possible by the generosity of ACM.

Kindness Factory Chief Executive Rachel Troy said “We’ve been able to fastrack this initiative as a result of upfront funding from ACM. The work they do in the regions to keep communities strong is admirable and we are delighted to partner with them on this journey.”

ACM entered into an official media partnership with the Kindness Factory in 2021. The rollout of the Kind School Network is the second phase of this initiative to integrate kindness into as many lives as possible with the aim of creating mentally strong communities.



ACM 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.

Source: *The Kindness Response Study, Feedilicious, October 2021. n=10,048.

-ends-