

Do It For Dolly Day



Do It For Dolly Day is a national movement that highlights the serious impact of bullying and the importance of kindness, empathy and respect. Each year, communities across Australia “Go Blue” in memory of Amy “Dolly” Everett, whose tragic death brought national attention to the devastating consequences of bullying and cyberbullying.

Bullying remains a significant and complex issue affecting many young people. It is not limited to physical harm and can include verbal abuse, social exclusion, intimidation and online harassment. Bullying is typically repeated and involves a misuse of power, which can have a profound impact on a child’s confidence, sense of belonging and emotional wellbeing. With the rise of digital technology, bullying can extend beyond school and into the home, making it difficult for young people to escape.

1

Look beyond the obvious

Bullying is not always visible. Warning signs may include withdrawal from friends or activities, reluctance to attend school, changes in mood, sleep or appetite, or anxiety around devices and social media. Being aware of these changes allows early support and intervention.

2

Know what bullying really is

Bullying involves deliberate, repeated behaviour and a misuse of power. It can take physical, verbal, social or online forms. Understanding this helps distinguish bullying from one-off conflicts or disagreements.

3

Understand the emotional impact

Bullying can deeply affect a child’s wellbeing. Experiences such as exclusion, humiliation or online harassment can lead to anxiety, reduced confidence and disengagement from school. Behaviour is often a response to distress, not defiance.

4**Be a safe and trusted adult**

Children need to know who they can turn to. A calm, supportive response from parents, carers and educators helps young people feel safe enough to speak up and seek help.

5**Make it safe to speak up**

Children may stay silent due to fear, shame or uncertainty. Reassure them that bullying is never their fault and that asking for help is a positive and important step.

6**Model kindness every day**

Kindness is a learned behaviour. Through everyday actions and conversations, as adults we can model empathy, respect and inclusion, shaping how young people treat others.

7**Stay engaged in their digital world**

Bullying often occurs online as well as face-to-face. Take an active interest in your child's online activity, set clear expectations and teach safe and respectful digital behaviour.

8**Act early and calmly**

Bullying should never be ignored. Keep records, communicate with the school and work collaboratively to address concerns in a calm and structured way.

9**Support growth, not just consequences**

Children who bully others also need support and guidance. Helping them understand the impact of their behaviour and develop empathy can lead to meaningful, lasting change.

10**Build strong connections**

Positive friendships are protective. Encourage your child to connect with peers who are respectful and supportive and to engage in activities where they feel valued and included.

11**Create a culture of belonging**

Preventing bullying is about more than responding to incidents. It involves building environments where inclusion, respect and kindness are expected and consistently reinforced.

12**Know when and where to seek help**

Support is available. If your child is experiencing bullying, speak with the school and access appropriate services. By working together, we can create communities where every child feels safe, valued and supported, and where no young person feels alone.