

# You Can Beat Bullying

## A Guide for Young People

Copies of this publication, in colour and with graphics, can be ordered from Kidscape.

All Rights reserved. This information is provided for personal use only. No part of this publication may be reproduced or sold in any form without prior, written permission from Kidscape.

### **INTRODUCTION**

Nearly everyone is bullied at some time in their lives: by brothers and sisters, by neighbours, by adults or by fellow pupils. If you are being bullied, you may feel scared and vulnerable and quite alone but you owe it to yourself to try and sort out the situation so that the bullying stops. Remember, no one deserves to be a victim of bullying.

It is surprising that all sorts of people who are now very successful adults were bullied when they were young. It is encouraging to know that it is possible to succeed in spite of being tormented at school. All of these well-known people were bullied at school: David Beckham (footballer), Victoria Beckham (singer), Phil Collins (singer), Harrison Ford (actor), Mel Gibson (actor), Daryl Hannah (actor), Tom Cruise (actor), Michelle Pfeiffer (actor), Frank Bruno (boxer), Janice Long (DJ), Amanda Ross (TV presenter), Duncan Goodhew (Olympic swimmer), Sir John Harvey Jones (industrialist and TV presenter), Ranulph Fiennes (Polar explorer).

For some, the bullying went on for years; for others it was less frequent. All of them feel that bullying is wrong and that it was not their fault, but the fault of the bully who was looking for a victim.

If you ever bully people, then think seriously about trying to change your behaviour. Nobody really likes bullies. They may be able to frighten people into being nice to them but usually they are unpopular and quite lonely. If you break the bullying habit, you will find it much easier to find good friends.

### **CONTENTS**

This booklet has three main sections: Bullies, Victims and Self-assertiveness Techniques. Bullies and victims sometimes have similar problems so you might find helpful suggestions in all the sections.

## WHAT CAN I DO IF I AM BEING BULLIED?

Your school may already have a way of dealing with bullying.

For example, some schools:

- have anti-bullying guidelines and procedures for dealing with incidents
- encourage anyone who is being bullied or who witnesses bullying to tell about it
- have 'bully boxes' where students put in a note about what is happening
- have student meetings, circle time or 'courts' where problems like bullying are discussed and dealt with
- have specially trained students to help each other or teachers who are assigned to help

If your school has an anti-bullying system, use it to get help. If you're not sure how it works, talk to your teacher or Year Head.

If your school ignores bullying, don't become resigned to being a victim.

You can still help yourself and you can ask others to help you.

- tell a friend what is happening. Ask him/her to help you. It will be harder for the bully to pick on you if you have a friend with you for support.
- try to ignore the bullying or say 'No' really firmly, then turn and walk away. Don't worry if people think you're running away. Remember, it is very hard for the bully to go on bullying someone who won't stand still to listen.
- try not to show that you are upset or angry. Bullies love to get a reaction - it's 'fun'. If you can keep calm and hide your emotions, they might get bored and leave you alone. As one teenager said, "They can't bully you if you don't care".
- don't fight back, if you can help it. Most bullies are stronger or bigger than their victims. If you fight back, you could make the situation worse, get hurt or be blamed for starting the trouble.
- it's not worth getting hurt to keep possessions or money. If you feel threatened, give the bullies what they want. Property can be replaced —you can't.
- think up funny or clever replies in advance. Make a joke of it. Replies don't have to be wonderfully brilliant or clever but it helps to have an answer ready. Practise saying them in the mirror at home. Using prepared replies works best if the bully is not too threatening and just needs to be put off. The bully might decide you are too clever to pick on.

Phil, 14, "I was always bullied about my glasses. By the time I was 13 I was desperate. Then Mum helped me think up some replies. It felt stupid saying them out loud at home and I didn't think it'd work. The first time I tried one of them out, Paul - the bully - was so surprised, he backed off. Everyone else laughed."

- try and avoid being alone in the places where you know the bully is likely to pick on you. This might mean changing your route to school, or avoiding parts of the playground, or only using the common room or lavatories when other people are there. It's not fair that you have to do this but it might put the bully off.
- stick with a group, even if they are not your friends. Bullies tend to pick on people when they are on their own.
- sometimes asking bullied to repeat whatever they've said can take the wind out of their sails. Often bullies are not brave enough to repeat the remark exactly so they tone it down. If they repeat it, you will have made the bully do something they hadn't planned on and this gives you some control of the situation.
- practise 'walking tall' in a mirror (see Assertiveness). Bullies tend to pick on people they think are weak or timid and they often think shy, quiet people make easy targets. If you look positive and confident, the bully will find it harder to identify you as a target. Pretend even if you only feel two inches high inside.
- try some of the assertiveness techniques later on in this leaflet.
- keep a diary about what is happening. Write down details of the incidents and your feelings. When you do decide to tell someone, a written record of the bullying makes it easier to prove what has been going on.
- tell your parents or other adults - you need their help. Don't suffer in silence.

## GANG BULLYING

- if you are being bullied by a gang or if you've been sent to Coventry, get the weakest member alone or phone him/her at home and ask why you are being bullied. This is easier if you know the person and have some sort of relationship with them.
- ask them how they would like being treated as badly as you are.
- ask why they are joining in.
- say you know that they are really not cruel underneath - appeal to their good side.

Often members of a bully gang join in to keep on the gang leader's good side.

They wouldn't go along with the bullying if they had a choice. If you talk to the nicer gang members on their own, you might be able to persuade some of them to stop, or you might be able to get help together.

Leila, 14, "I was really scared before I rang the girl I know in the gang. We talked a bit and then we met some of the others. I thought they all hated me but they said they felt bad about all the things they'd done. Things got better after that".

Some bullies are brave in front of friends but on their own they feel weak and uncomfortable. If you think the person bullying you needs a gang for support, try and get them alone - they are likely to be much less aggressive and you might be able to talk about how to stop them picking on you.

Robert, 15, "I was bullied by a boy called Pete - he had a gang of about 4 or 5 and they used to corner me in the loose or changing rooms. I was scared for months. Then I met Pete on his own outside school. He made some sarcastic comment - I went berserk I yelled at him. Seeing him on his own gave me the courage I needed to say all the things I'd wanted to say for ages. He tried to ambush me with his gang in school after that but I wasn't having it - I'd seen through him."

## WHO CAN I TELL?

Usually it's difficult to sort out the bullying on your own or even with the help of friends. You should think seriously about telling an adult. It's the only way to get the bullying stopped.

If you need adult help, don't be embarrassed about asking. Everyone needs help sometimes and asking for help to stop bullying doesn't mean that you are weak or a failure.

Telling about bullying isn't 'telling tales' or 'grassing'. You have the right to be safe from attacks and harassment and you should not be silent when you are being tormented and hurt.

Often people don't tell about bullying because they are frightened that the bully will find out and things will get worse. This is a natural fear but schools can put a stop to bullying without the bully learning who told, especially if the bully has several victims.

Even if the bully does find out, it is better to have the situation out in the open. Bullies depend upon secrecy.

Nobody can do anything to help you unless you tell them about the bullying.

Tracy, 13, "I told a girl in the Sixth Form that had been sent to Coventry. She said it had happened to her too. She and some other Sixth Formers talked to the bullies. I was scared what they would do but they'd obviously been told they were well out of order and the bullying died out."

## PARENTS AND CARERS

Mark, 17, "My life was literally hell for three years. I don't know why I waited so long before telling my Dad about the bullying. He really made the school sit up and take action."

- talk to your parents or careers about the bullying. They may have sensed that something is wrong already, or they may have noticed that your possessions or money keep vanishing. There is a great deal they can do support you.
- parents can talk to the Head of Year and Headteacher. Most schools take what has happened very seriously.
- bullying at school is not the victim's problem: it is a school discipline problem, and the school should be prepared to take positive action to stop it.
- the school should also be able to give you and your parents a detailed outline of its anti-bullying procedures.
- insist on knowing what the school is going to do to protect you from the bully.
- if the bullying continues, your parents can make a formal complaint to the school Governors or to the local education authority.

Preventing Bullying is a booklet for parents. It is available free from Kidscape.

## TEACHERS AND SCHOOLS

Your school should have an anti-bullying policy which tells you how to report bullying: If you are not sure, ask your teacher or Head of Year.

(KIDSCAPE has a model anti-bullying policy which anyone can get by sending in a large self-addressed envelope to the address at the back of this leaflet.)

Dan, 14, "We have assemblies about bullying every term and we do lots of stuff about it in class. Not much bullying goes on here now - everyone knows it's a waste of time."

- if you don't want to talk to your teacher, there are other people in the school who might be able to help: Year Tutor, Head of PSHE, nurse, secretary, or any member of staff that you like.

- write it all down in a letter if you can't face telling someone. Send or give the letter to them with your diary and keep a copy yourself.
- explain what is happening and who is involved. You might want to take a friend with you, especially if they have witnessed some of the bullying incidents. Show the diary.
- make sure you explain how bad the bullying is making you feel.
- sometimes people don't understand how hurtful name-calling and verbal abuse can be. Make it clear that you are extremely upset by it and want it to stop.
- school staff have a duty to make sure that pupils are safe when they are in school. Find out how they are going to help. You could suggest that students have lessons about bullying, or that teachers introduce bully boxes for reporting incidents or specially trained students other pupils can talk to. You may have your own ideas.

### ***Change Schools***

If the bullying is unbearable and the school can't or won't do anything about it, think about going to another school. Discuss this idea with your parents. Never feel that staying put is the only option.

### ***Home Education***

The law says that your parents have to educate you but this doesn't mean that you have to go to school. If the bullying at school becomes too much and you can't face changing to a different school, it is possible for you to be taught at home. Many victims of school bullying who end up hating school decide to have home teaching. This gives them a break from the bullying and it also means that they can keep up with course work and studying.

An organisation called Education Otherwise gives information, advice and support about home education. (see back page).

## **WHAT CAN I DO IF I AM BEING BULLIED BY A TEACHER?**

Jenny, 14, "My Maths teacher always used to ask me questions when he knew I couldn't answer. He'd laugh when I didn't know and everyone else joined in - I cried after every lesson."

Teachers and members of staff are there to help you learn and to support you. If you are a constant nuisance, disruptive or inattentive, teachers will tell you to stop. This is part of their job.

However, if you are doing your best and a teacher or other member of staff

continually picks on you, humiliates you in front of others, or taunts you, then you are right to complain. Tell your parents or carers, another teacher, the Year Head, the school nurse, or the Headteacher what is going on. You should not cope on your own with a teacher who constantly picks on you. Keep a diary of occasions when the teacher bullies you and list the names of witnesses. Write down exactly what happens and how you feel. If you can, tell your parents and ask them to talk to the Headteacher.

## **ONLINE AND CYBER BULLYING**

If bullies are using the internet and mobile phones to make your life miserable, try to:

- change your mobile number; only give it to trusted people
- keep a copy of abusive or threatening text messages or emails so they can be shown to police or other authorities
- contact service providers to find out how they can help
- do not open or reply to emails or text messages unless you know the person sending them
- If someone has set up a hate website about you, tell your parents, the school, police and contact the website host to get it closed down.

Remember that it is a criminal offence to make anonymous or abusive telephone calls and anonymous calls can usually be traced, so it is worth contacting the police to make a complaint. (see [www.kidscape.org.uk](http://www.kidscape.org.uk) for more information)

### **“I THINK I'M USELESS!”**

If you have been bullied for a long time, you might start to believe what the bully says - you are ugly and awful and that no one will ever like you. This is not true: this is 'victim-think'.

One way to stop being a victim is to stop thinking like a victim.

To help you start feeling better about yourself, about the way you look and about the way you are, try doing some mental exercises to build up your self-confidence. It's not as dumb as it sounds - after all, a bodybuilder does physical exercises to build up muscles.

## **WHAT YOU CAN DO TO FEEL BETTER ABOUT YOURSELF**

- **make a list of all the good things you can think of about yourself.** Don't say you haven't any! Everyone has talents so think about what you do best. The next time you feel down, think about the good things on your list. When

people say nice things about you or praise you, write them down. A diary doesn't just have to record the bad things that happen to you.

- **learn to talk to yourself in a positive way:** instead of saying "I am hopeless at Maths" say something like "Maths is the pits but at least I can work my calculator". Or instead of "I am so ugly no one will ever like me" say "I may not look like Cindy Crawford or Naomi Campbell but who wants to look like them anyway? I've got a brilliant sense of humour!" (Remember Mel Gibson and Michelle Pfeiffer were bullied too!)
- **if you have a particular interest, develop your skill:** whatever it is, find out if there are local courses available or if there is a club or society you can join.
- **think about getting a Saturday job:** doing something different and earning your own money will make you feel better about yourself.
- **do some voluntary work.** Charities need volunteers and helping other people is a good way to forget about your own problems. The Library or Citizens Advice Bureau will have details of local groups. Think about doing a First Aid course with St John's Ambulance or the Red Cross. People with First Aid skills are always needed at events.
- **if you are interested in a particular cause,** whether it's politics, the environment, or animal rights, find out about joining a group. They will welcome young supporters.
- **join a Youth Club, religious group or other organisation.** If you have interests outside school and meet more people, you will realise how much you have to offer and how narrow minded and limited bullies are.
- **think about going to self-defence classes** - not to turn into Rambo, but to increase your self-confidence. Learning how to defend yourself makes you feel less helpless - less like a victim. Your local leisure centre or youth club will have details.
- **practise the assertiveness tips in Section 3** - they really can help you feel more confident. See if there are any assertiveness training classes held locally.
- **it takes time** - Once the bullying stops, many victims say that they don't feel brilliant immediately. It takes time to get over bullying - you will feel better eventually. Some adults who were bullied as kids have told us that they think the bullying made them stronger inside - they became determined to do well to prove how wrong the bullies were.

Stephen, 22, "I was bullied the whole time I was at school. Sometimes I felt so bad, I wished I could die. Now I think that getting through it has given me a lot of strength - I feel determined to do well just to show all the other kids what I'm really like. I know that two of the blokes who bullied me have been inside twice —they've already messed up their lives. That's not going to happen to me."

## WHY DO SOME PEOPLE BULLY?

People become bullies for lots of different reasons:

- they have family problems
- they are being bullied themselves
- they are selfish or spoilt and always want to get their own way
- they have no friends and feel lonely
- they feel bad about themselves they want to make others feel bad too
- they are taking out their own frustrations on others
- they feel insecure and unimportant - bullying gives them power
- they want to look 'big' in front of others
- they have been bullied into joining a bully gang and have gone along with things just to keep on the bully's good side
- they don't understand how bad victims feel.

**Whatever the cause, bullying is usually a signal that the bully needs some help.**

Bullies need victims. The bully will always be able to find something about a person to focus on: wearing glasses, having 'big ears', being in a wheelchair, being good at exams, or too small and shy, too fat, too thin, too attractive, too intelligent, too creative, or being the 'wrong' colour or wearing the 'wrong' clothes.

Bullies use 'differences' as an excuse for their bad behaviour. But it isn't this 'difference' in the victim which causes the problem - it's the bullies who have the problem because they are

- afraid
- jealous
- envious
- cruel
- angry
- insecure
- unhappy

### Differences make people interesting and unique.

All the famous people who were bullied that were mentioned in the Introduction were 'different' - they turned out to be more talented and successful than any of the people who bullied them. Wonder what happened to the bullies...?

Jake, 18, "There was one bloke who really annoyed me - he had a funny high-pitched voice and he jumped even if you just said Hello. We hid his stuff, pushed him out of queues, and everyone knew better than to talk to him. We just did it for a laugh. I suppose he must have hated us. I wouldn't blame him. We were awful."

### "I SOMETIMES BULLY PEOPLE. WHAT CAN I DO?"

Most people have bullied someone at some point in their lives but they usually feel sorry about it afterwards and try not to do it again. However, if you are constantly picking on other people and you don't care how angry or upset you make them, then you've got a problem.

Admitting that you sometimes bully other people can be hard but we all have to face up to what we do and how we make others feel. No one really likes bullies. If you want to be liked for yourself then you should try and change the way you treat other people. Bullies might frighten people into being nice to them but this isn't friendship - bullies are usually lonely and unhappy.

If you are a bully, then you can change - even if you like yourself as a bully!

First of all, try and work out why you bully others.

- **do you mean to upset or hurt others?** When you talk to people do you want them to feel small and intimidated?
- **do you know when you are bullying** or is it people's reactions which tells you that you have done something wrong!
- **is something making you miserable?** A problem at home or at school?
- **do you feel left out or lonely at school?**
- **is someone picking on you?** A teacher, another adult, someone in your family, another pupil? How does this make you feel? Do you take your bad feeling out on someone else? Could you try to talk to this person to see if you can sort out the problem yourself? Could someone else talk to them for you?
- **is there a particular person that you pick on?** Why do you target him or her? Are you jealous of them? If there is someone who really bugs you, try and stay out of their way.

Vicky, 18, "We thought one girl in our year was fat - she probably wasn't really, but we went on and on at her about it. She suddenly started to lose weight, and then we found out that she had become anorexic. In the end, she had to go into hospital. I feel ashamed about it now"

- **do particular occasions irritate you** so that you take out your feelings on others? Can you pinpoint exactly what annoys you the most - could you change whatever it is? Think of ways to avoid these situations or make up your mind that if you do get caught up in them again, you'll walk away before you do anything you might regret.
- **does something (a particular lesson or task) make you feel angry or frustrated?** Do you find some subjects really hard? Can you talk to someone about the problem?
- **do you feel that you are letting someone down** by not being clever enough or talented enough, or polite enough? Sometimes families or teachers can set such high standards of achievement that we feel we can never match up to what they expect of us. This can be totally demoralising. Often these people don't realise that they are laying such a burden on us. If you feel like this talk to them about it and explain how you feel.
- **do you go around with a gang which bullies people?** Why do you stay with the gang? Do you really want to be with people who are always picking on others?

Darren, 17, "I suppose I just messed around most of the time at school. I had a couple of mates and we used to make the younger kids pay us every week or we'd give them a right knocking. We must have been pretty frightening. None of that's much good to me now."

- **do you get a thrill from hurting other people** or taking their things? Does this make you feel powerful?
- **are you bigger and stronger than other people your age?** Do you use your size and strength to intimidate others?
- **do you identify with violence and cruelty?** Why? Were or are you the victim of violence? If so, you can break the cycle of violence and make sure no one has to suffer like you did.

### Is there someone you trust that you could talk to about the problem?

Discussing things with someone else often helps to make things clearer. It can be hard to change ingrained habits and having someone else on your side will make things easier.

Rob, 15, "I didn't know how bad victims felt until my brother was bullied. He's 3 years younger than me and he has to wear a hearing aid. The bullying he went through made him into a wreck until we got it stopped. I realised I'd made kids feel like that. I wouldn't bully anyone now."

## HOW CAN I STOP BULLYING?"

- **apologise to your former victims if possible.** Do it privately and don't be too upset if they are still suspicious of you - they just need to get used to the 'new you'.
- **try to make amends or at least be pleasant to your former victims.** It might take them some time to trust you if you have hurt them in the past but don't be put off - keep on trying.
- **see if you can help new pupils in your year** - they may feel isolated. They won't know so much about your bullying past and might be glad of your friendship.
- **get a job or do voluntary work** - people outside school won't know that you have been a bully and won't be put off by your reputation.
- **visit a local youth club** - if you can make friends outside school, you won't feel so insecure and lonely.
- **pursue any other interests you may have or develop new ones.** Find out if there is a local club or society and join it.
- **take up a sport if you have lots of energy and find it difficult to sit still all day in school** - a leisure centre or football club will have details.
- **take up judo or karate** if you are aggressive and find it hard not to lose your temper - these martial arts teach you how to control negative emotions and how to use your strength positively.

Khalid, 17, "I get really mad if someone gives me grief. I don't think straight. Sometimes I hit people and get into fights."

- **learn how to control your anger and aggression.** See the Assertiveness Section. Angry, aggressive unpredictable behaviour puts people off.
- **set yourself goals** (I won't bother Sally this morning, or I won't bug Tony when I see him at lunch, or I'll try and be nice to Zeinab today.). It might sound dumb but it does work!
- **if you have a friend you trust, you could ask them to help.** Perhaps they could step in when they see you beginning to bully someone or be aggressive or violent.
- **talk to someone at school about the problem** and ask them if there is

somewhere quiet you could go when your feelings are getting the better of you. Getting away can help you get control of yourself.

**Don't get disheartened if you find yourself slipping back into bullying in spite of all your good resolutions.** You won't become perfect overnight

— changing behaviour takes time. After a setback, you have to pick yourself up and try again.

Getting rid of the bullying habit and learning how to make friends means you are taking positive steps to help yourself.

Adults who were bullies as children often end up with all sorts of problems - failed relationships, few friends, frequent job changes, even prison records

- because they still think that being aggressive and unpleasant is the only way to behave. Save yourself future grief by stopping bullying now.

Mel, 22, "I never had a feeling of power but I seemed to get satisfaction from beating up other kids. Inside I was scared. I thought nobody liked me. I had a big nose and I thought I was ugly. People used to tease me about it. I felt very insecure."

## SELF-ASSERTIVENESS FOR VICTIMS AND BULLIES

If you are a victim of bullying or if you bully other people, practising some basic self-assertiveness skills can help you feel better about yourself. Self-assertiveness training can also teach you different ways of responding to difficult or upsetting situations.

**There are three response styles:**

- passive
- aggressive
- assertive

**Passive** people behave as if other people's rights matter more than theirs

**Aggressive** people behave as if their rights matter more than those of others

**Assertive** people respect themselves and others equally.

Roughly, victims tend to be passive and bullies tend to be aggressive. *This section is about how you can change your behaviour from passive or aggressive to become assertive.*

## MAKING REQUESTS

- **Be clear about what you want.**
- **Plan ahead and practise.**

- **Make your request short and precise** (That is my pencil and I want it back).
- **Decide what you want to say and stick to it** (I would like my pencil back). You don't have to be rude but don't get side-tracked.

## SAYING NO

- **When you say NO, say it firmly.**
- **Listen to your body and to your feelings:** what do you really want to say? What do you really want to do?
- **Try not to get caught up in arguments** and don't become angry or upset if you don't get your own way.
- **If you don't want to do something, don't give in to pressure.** Be firm. Remember, we have the right to say NO.
- **If you are not sure and somebody is bugging you for an answer,** say "I need more time to decide" or "I need more information".
- **Don't make excuses:** keep your body posture assertive (don't stand all hunched up in victim-mode) and look the person in the eye. The other person will know from the decisive way you are speaking and standing that you mean business. (If you find looking people in the eye hard, practise keeping eye-contact within your family.)
- **Offer an alternative:** "No, I don't want to play football. Let's go for a walk instead."

When we say No to someone, we are only refusing the request. We are not rejecting the person.

## DEALING WITH TAUNTS AND INSULTS

**Fogging:** if you respond to insults with more insults, they can build up and up until they become unbearable. Try 'fogging'.

**How it works:** when other people make hurtful remarks, don't argue and try not to become upset. Imagine that you are inside a huge, white fog-bank: the insults are swallowed up by the fog long before they reach you. Nothing touches you.

Reply to taunts with something short and bland: "That's what you think". "Maybe." Then walk away. This might seem very strange at first and very hard to do but it does work and it can help you blot out insults. Practise by thinking of the worse things the bully says to you and pretend that you are inside your fog-bank - nothing reaches you.

## DEALING WITH ANGER

If you lose your temper or become violent and aggressive easily, you need to

practise controlling these feelings. It is not necessarily wrong to get angry but it is wrong to take out your anger on others.

**Learn to recognise the signs that you are about to 'explode'** - work out what you are going to do next time you feel that you are losing your temper.

- **getting away from the situation or the person that is making you angry** - this is not 'running away'. This is just the best way of keeping yourself and others from getting hurt either through a fight or through arguments and name-calling.
- **take several deep breaths and count to ten**
- **exercise helps you let off steam** - go for a run or play football.
- **practise simple relaxation exercises** - anger, stress, and anxiety are often related and if you can learn how to relax, it will be easier to control your temper. Tense every muscle in your body and then slowly relax each individual muscle, starting with your toes.

**You may have to pretend a lot at first and act in a way you don't really feel. But eventually the 'acting' will cease and you will be more assertive than you thought possible!**

## ORGANIZATIONS WHICH CAN HELP

The following organisations may be able to offer additional help. Please visit our web site, [www.kidscape.org.uk](http://www.kidscape.org.uk), and go to the *Links* section for further details

- Advisory Centre for Education
- ChildLine
- Children's Legal Centre
- Education Otherwise
- National Youth Advocacy Service
- Victim Support
- Youth Access

Kidscape also provides other booklets about preventing bullying, as well as training for schools. For a free copy of our booklets and information about training send a large SAE to:

Kidscape  
2 Grosvenor Gardens  
London SW1W 0DH  
[www.kidscape.org.uk](http://www.kidscape.org.uk)

Kidscape registered charity 326864

This booklet sponsored by Woolworths