

Impact Report 2025



Introduction

Grok Academy continues to support the development of digital technologies and programming skills across Australia, Aotearoa New Zealand and beyond. By providing accessible, curriculum-aligned and free tech education, the platform enables students and educators to build practical skills and develop confidence in computational thinking.

This report highlights Grok Academy's impact in 2025, exhibiting platform growth, user engagement and participation across schools and programs. The data demonstrates the growing importance of accessible digital technologies and programming education and the role Grok Academy plays in preparing students for a future shaped by technology.

"It's an employment skill. It's something that we can't hide away from anymore. With the advancements now with AI, it becomes even more important that those basic foundational skills in programming [are] learned."



Louise Nobes
Founder and CEO, KIK Innovation
and Head of Education at WiseTech Global

<https://www.educationreview.com.au/2026/02/why-tech-companies-are-focusing-on-education/>

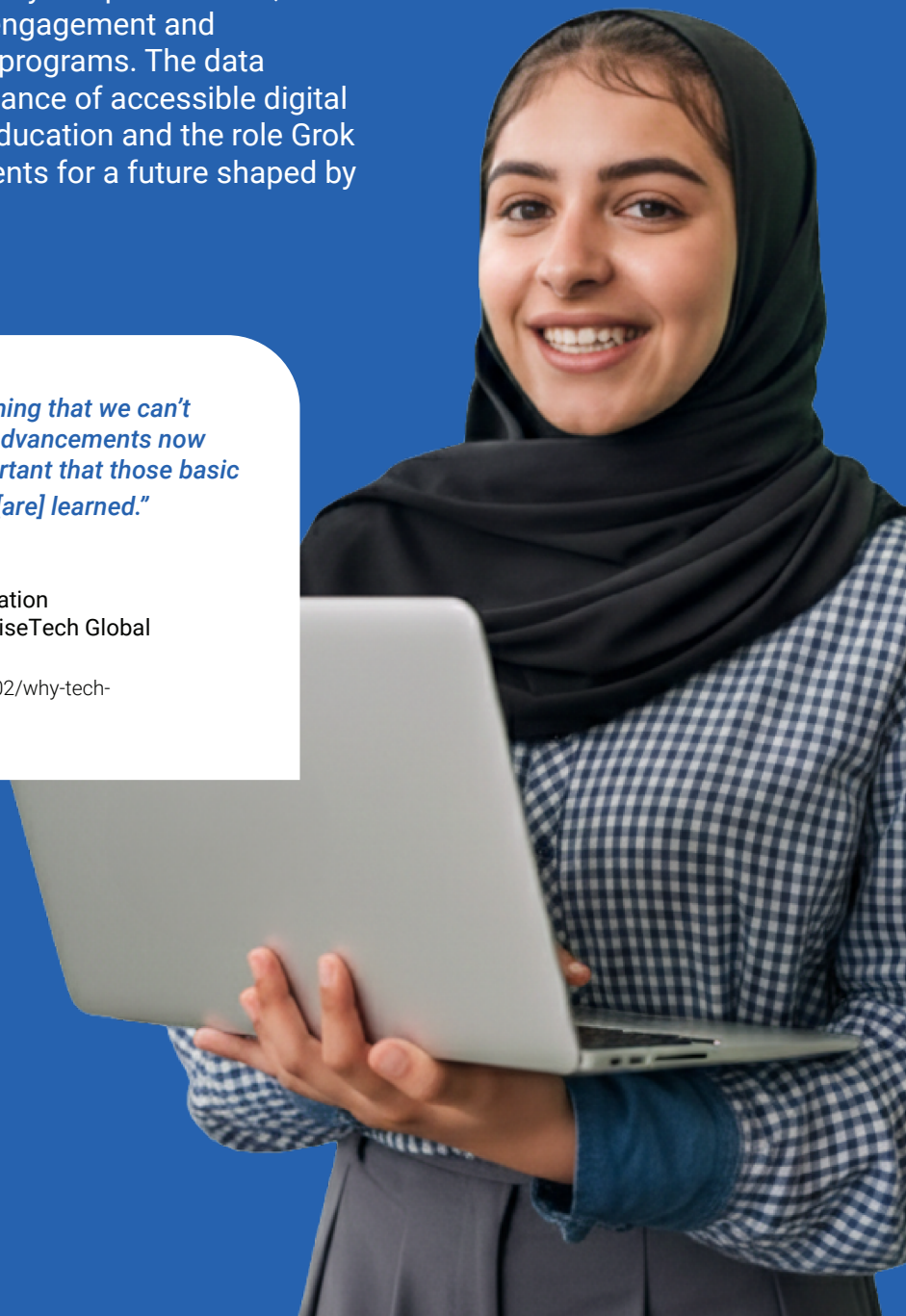


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Glossary



Total Users (all time) - All-time cumulative count of users who have ever created a Grok Academy account since its launch in 2017.



Active Students - Users with a student-role enrolment who logged in during 2025.



Engaged Active Students - Subset of active students who completed a Grok course during 2025.



Active Teachers - Users with a teacher-role enrolment who logged in during 2025.



Engaged Active Teachers - Subset of active teachers who assigned students to a Grok course, or completed a Grok course themselves during 2025.



Active Schools - Institutions with at least one user who logged in during 2025.



Engaged Active Schools - Institutions with at least one user enrolled in a Grok course during 2025.



Unknown - User that has not identified a metric (due to them being optional fields), such as gender or location.

Executive Summary

To date, Grok Academy has reached over 3.8 million users globally, with 323,349 active users world-wide in 2025. The platform continues to support large numbers of students and teachers engaging with programming education, with students representing the majority of users.

Australia remains Grok Academy's largest user base, accounting for 80% of active users, while participation in Aotearoa New Zealand and other regions continues to grow. Strong engagement levels, including high rates of code submissions and course participation, highlight the value of hands-on learning experiences in developing students' technical and problem-solving skills. While the gender gap appears to be narrowing, we still have work to do to improve and maintain the diversity of those engaging in digital technologies and programming skills development, with 56.36% of Grok users currently male.

"Starting Grok early definitely helped"

Joel Hooimeyer
Grok user and E&L associate,
2026 cohort

"Before Grok, I didn't know any programming, but Grok made it simple. Step by step, challenge by challenge, I started to truly understand it. Now I see bugs as a chance to learn."

Uthrasia Badrinarayanan
Year 9 student at James Ruse Agricultural
High School

Usage and Engagement

Total Grok User Accounts (All-Time)

All-time cumulative count of users who have ever created a Grok account since 2013.



Total Users - 3,801,531



Students - 3,722,511



Teachers - 79,020



Total AU Grok User Accounts (All-Time) - 2,276,559



Total NZ Grok User Accounts (All-Time) - 108,989

Percentage of AU vs NZ vs Other World Users



Australia



New Zealand



Other World

All World Wide Active Users 2025

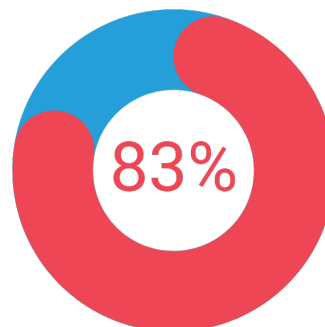
Any user who logged in during 2025



Total Users - 323,349



Students - 269,597



Australia

Active Users 2025

Any Australian user who logged in during 2025



Total Users - 259,263

Active Students 2025



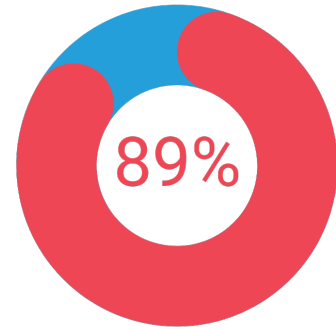
Active Students - 231,124

Australian users with a student-role enrolment who logged in during 2025



AU Engaged Active Students - 204,661

Subset of active students who completed at least one Grok course during 2025.



Active Teachers 2025



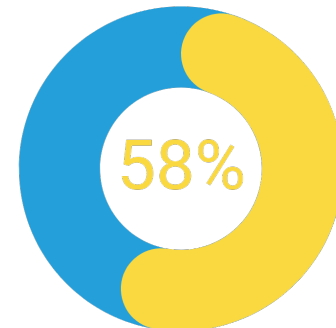
Active Teachers - 6,818

Australian users with a teacher-role enrolment who logged in during 2025



Engaged Active Teachers - 3,947

Subset of active teachers assigned students to a Grok course, or completed a Grok course themselves during 2025



Active Schools 2025



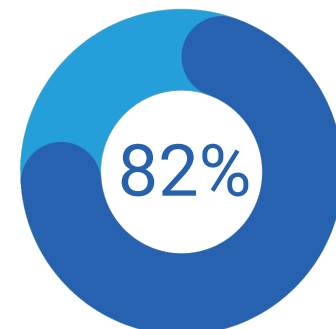
Active Schools - 4,522

Australian institutions with at least one user who logged in during 2025



Engaged Active Schools - 3,698

Australian institutions with at least one user enrolled in a Grok course during 2025



Aotearoa New Zealand

Active Users 2025

Any Aotearoa New Zealand user who logged in during 2025



Total Users - 26,123

Active Students 2025



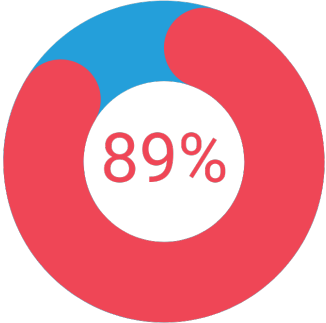
Active Students - 24,456

Aotearoa New Zealand users with a student-role enrolment who logged in during 2025



Engaged Active Students - 21,688

Subset of active students who completed at least one Grok course during 2025.



Active Teachers 2025



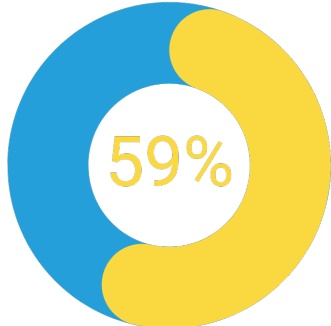
Active Teachers - 456

Aotearoa New Zealand users with a teacher-role enrolment who logged in during 2025



Engaged Active Teachers - 271

Subset of active teachers who assigned students to a Grok course, or completed a Grok course themselves during 2025



Active Schools 2025



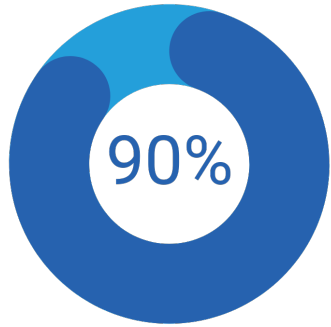
Active Schools - 537

Aotearoa New Zealand institutions with at least one user who logged in during 2025



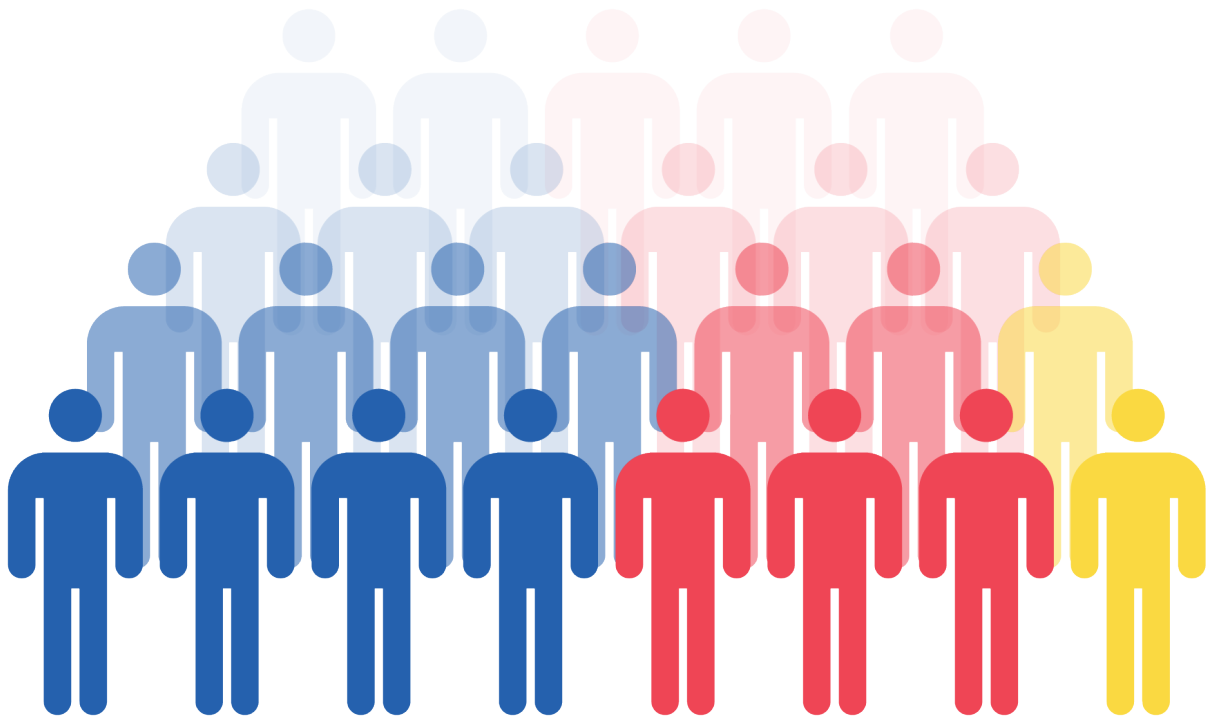
Engaged Active Schools - 485

Aotearoa New Zealand institutions with at least one user enrolled in a Grok course during 2025



Gender Distribution

Total Users - 323,349



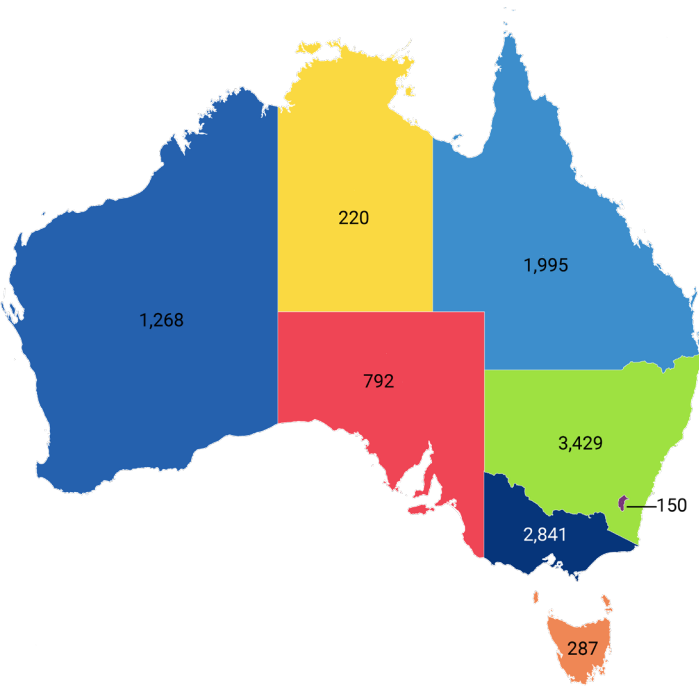
Male - 182,239
(56.36%)

Female - 132,929
(41.11%)

Other - 8,181
(2.53%)

This data has extrapolated the value of the Unknown across the known categories.

Geographic Distribution

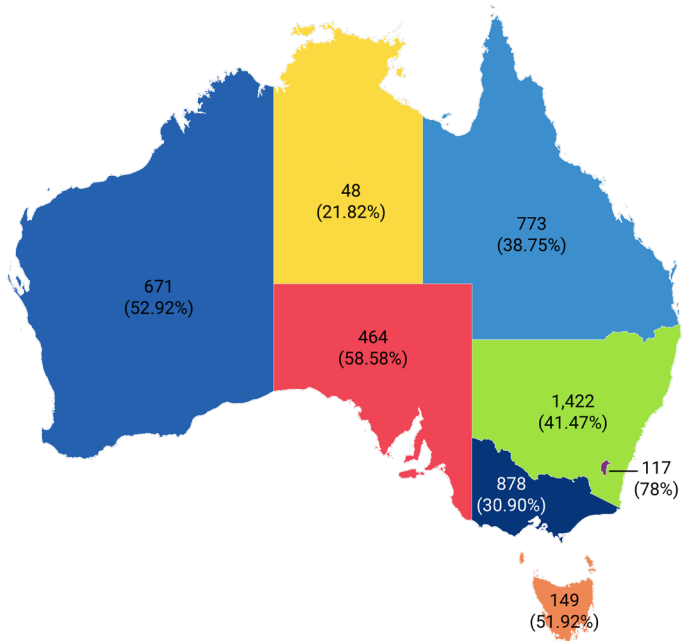
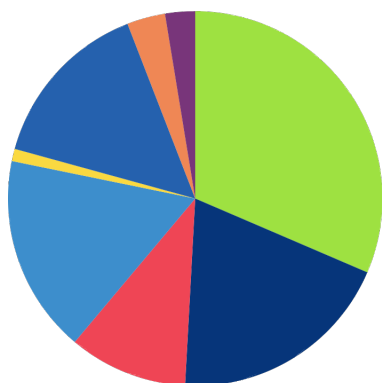


Total AU Schools by State/Territory (10,982)

All AU schools broken down by state (according to ACARA)

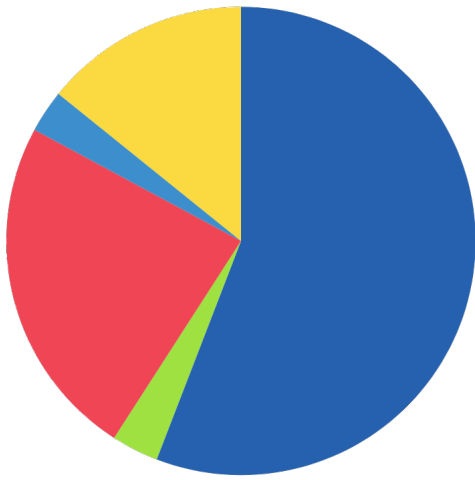
AU Grok Active Schools by State/Territory

Schools where at least one Grok user completed a Grok course in 2025



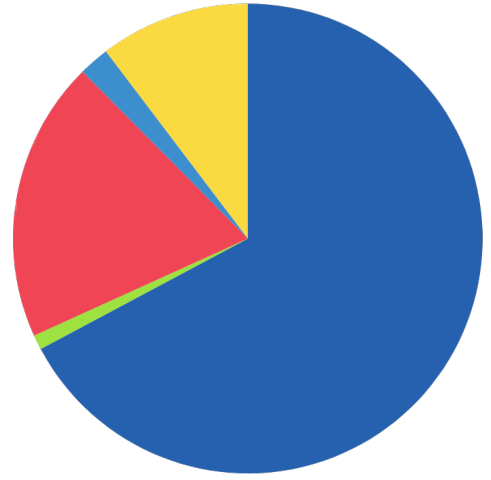
% Breakdown Across States of Active Schools

All AU Schools Broken Down by Location



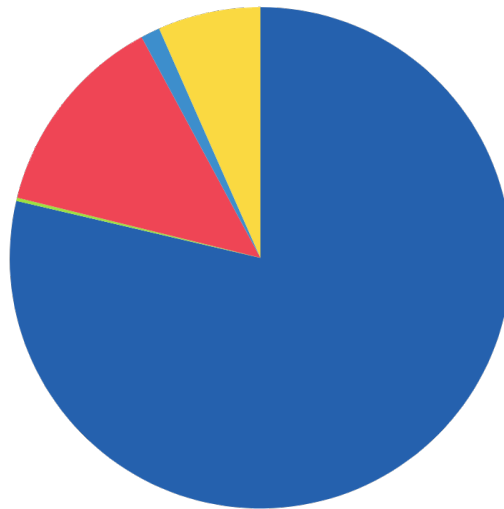
■ Metro (6134) ■ Very Remote (356)
■ Inner Regional (2611) ■ Remote (323)
■ Outer Regional (1558)

AU Grok Active Schools by Location

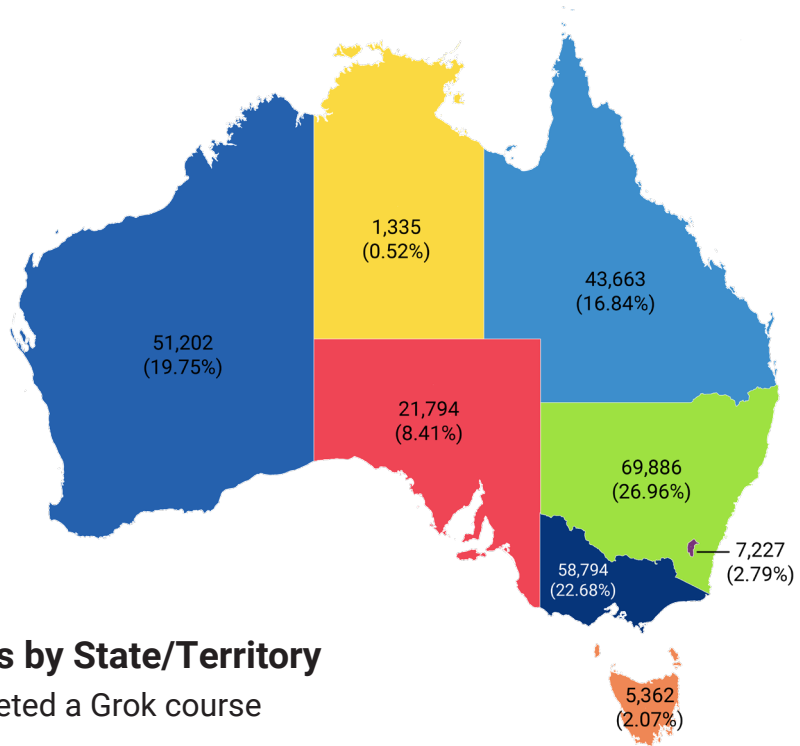


■ Metro (3039) (67.21%) ■ Very Remote (46) (1.03%)
■ Inner Regional (875) (19.34%) ■ Remote (95) (2.1%)
■ Outer Regional (467) (10.32%)

AU Grok Active Users by Location



■ Metro (203903) (78.65%) ■ Very Remote (551) (0.21%)
■ Inner Regional (34433) (13.28%) ■ Remote (3213) (1.24%)
■ Outer Regional (17163) (6.62%)

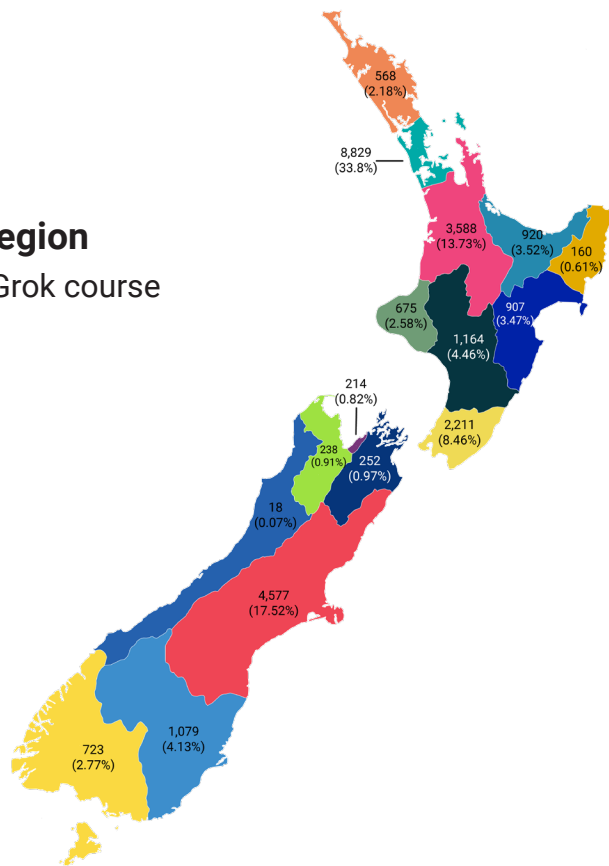


AU Grok Active Users by State/Territory

Active users who completed a Grok course during 2025.

NZ Grok Active Users by Region

Active users who completed a Grok course during 2025.



Inaugural WiseTech Global Programming Competition

In 2025 we marked the launch of the inaugural WiseTech Global Programming Competition, hosted by Grok Academy. The competition provides students with the opportunity to apply their digital technology and programming skills in a competitive, timed environment. Delivered through the Grok Academy platform, the competition promotes problem-solving, creativity, and perseverance while connecting students with a broader community of emerging programmers. Participants also competed for cash prizes and future career opportunities through a direct pathway to apply for the WiseTech Global Earn and Learn program for top talent. In its first year, the competition attracted 2,307 enrolments, with 902 students actively participating across the competition rounds.

Many participants progressed through multiple rounds, demonstrating strong engagement throughout the event. The competition supports student learning beyond the classroom and helps showcase emerging technology talent. The overall winner secured a place in the WiseTech Global Earn and Learn Program, commencing in February 2026.

“...just do the WiseTech–Grok competition. It’s fun, and you have to think about things differently...”

Emilia Grimes, Grok user and WTG Earn and Learn Associate, 2026 cohort

“...[the] experience was profoundly challenging yet equally rewarding. It reinforced my belief in the importance of pushing beyond perceived limits and confirmed my passion for solving complex problems. Thank you to WiseTech for their generous sponsorship and an amazing fun filled day.”

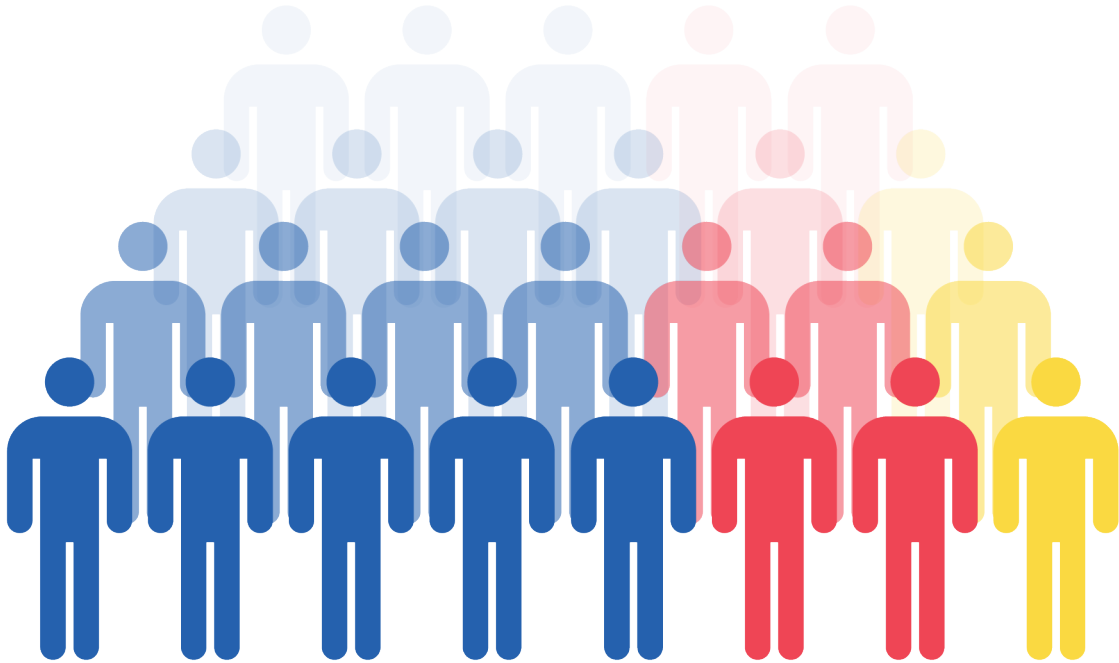
Jiayu Hu

Year 10 student at James Ruse Agricultural School and 2nd place winner of the WiseTech Global Programming Competition 2025



Gender Breakdown of Active Participants

Total Active Participants- 902



Male - 664
(74%)

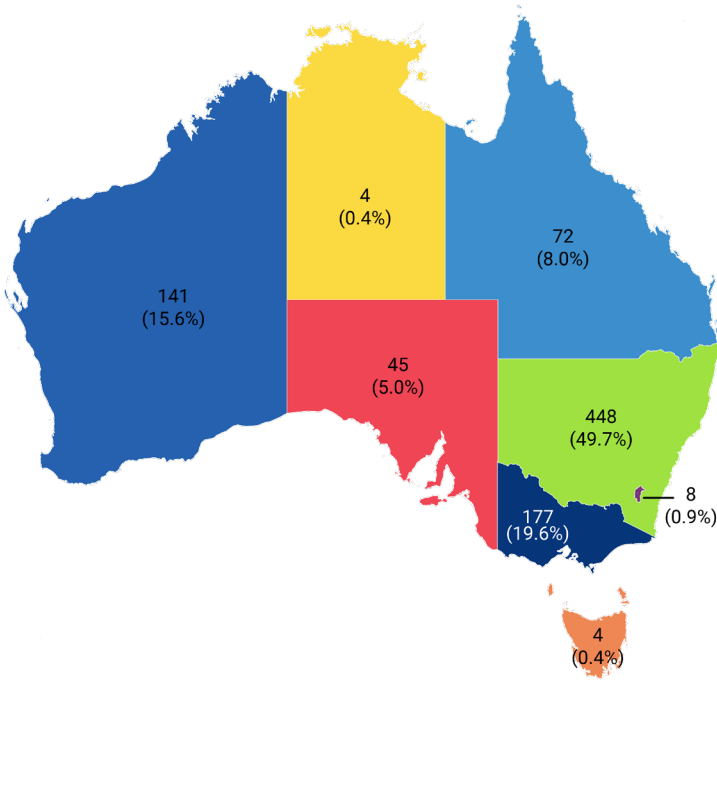
Female - 201
(22%)

Other - 37
(4%)

This data has extrapolated the value of the Unknown across the known categories.

Enrolments	
Total Enrolments	2,307
Total Active Enrolments	902
Total Active Round 1 Participants	624
Total Active Round 2 Participants	404

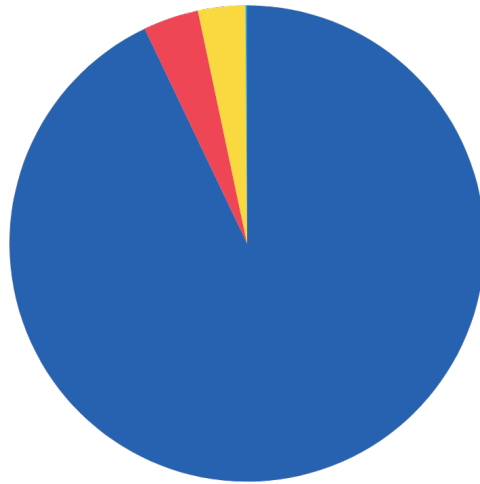
The discrepancy between the total of Round 1 and Round 2 and the total active enrolments is due to duplication of some users who competed in both rounds.



Geographic Breakdown of Active Participants



Location Breakdown of Active Participants



■ Major Cities (838)	(92.9%)	■ Inner Regional (34)	(3.8%)
■ Outer Regional (29)	(3.2%)	■ Remote (1)	(0.1%)

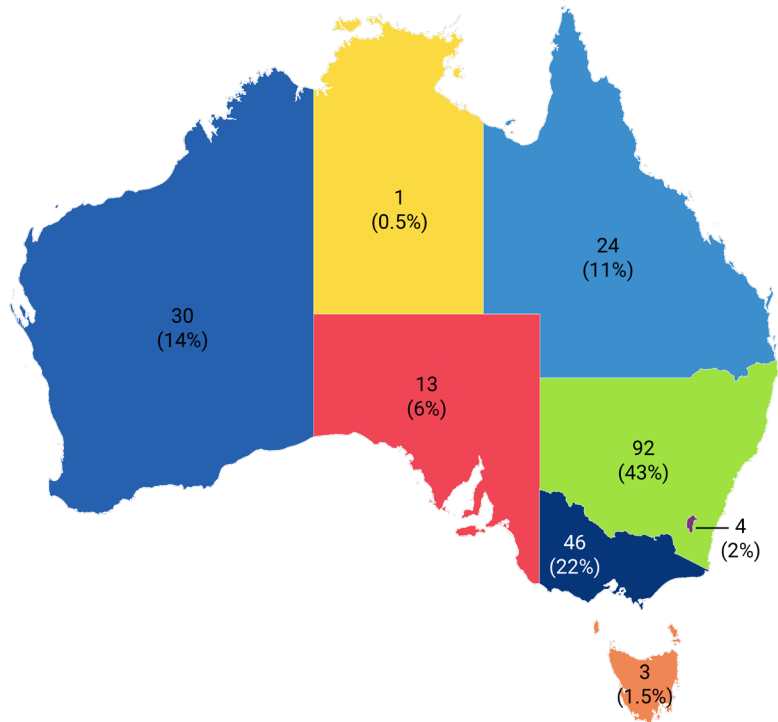




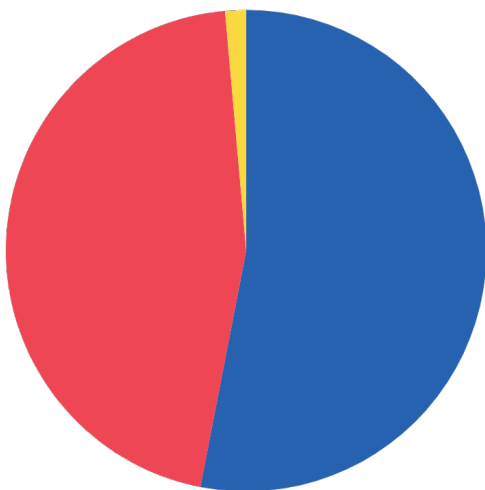
AU School Participation

Schools with active participants - 213

Geographic Breakdown of Active Schools

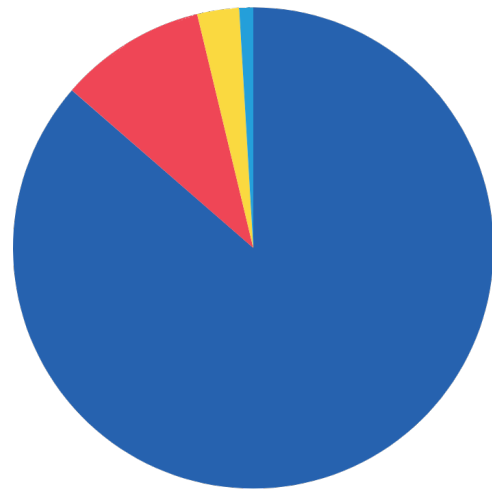


AU Schools Sector Breakdown of Active Schools



Public (113) (53%) Private (97) (45%) Other (3) (3%)

AU Location Breakdown of Active Schools



Major Cities (184) (86.4%) Inner Regional (21) (9.8%) Outer Regional (6) (2.8%) Remote (2) (1%)

WiseTech Global Earn and Learn Program - 2026 Cohort

The Earn & Learn Program provides a pathway for talented students to transition from learning programming in school to applying their skills in a real-world workplace. Through this Wise Tech Global initiative, participants gain valuable experience while continuing to develop their technical capabilities.

The 2026 cohort includes 29 successful applicants, of whom 93% have previously used Grok Academy in their programming learning journeys, and 16 participated in the WiseTech Global Programming Competition (55%). This strong connection highlights the role Grok Academy plays in identifying and nurturing emerging talent within the programming community.

Programs like Earn & Learn demonstrate how accessible digital technologies and programming education can translate into meaningful opportunities for students, helping bridge the gap between education and future careers in the tech industry. Grok Academy is proud to support this program and the pathway into employment it provides, and has ambitions to nurture a strong quality pipeline of talent via the Grok platform for future Earn and Learn program cohorts.

"It stood out compared to everything else, you're actually working and getting real experience while studying, which is really cool"

Ruby Piper, Earn and Learn Associate, 2026 cohort



Gender Breakdown of Applicants

Total Applicants - 29



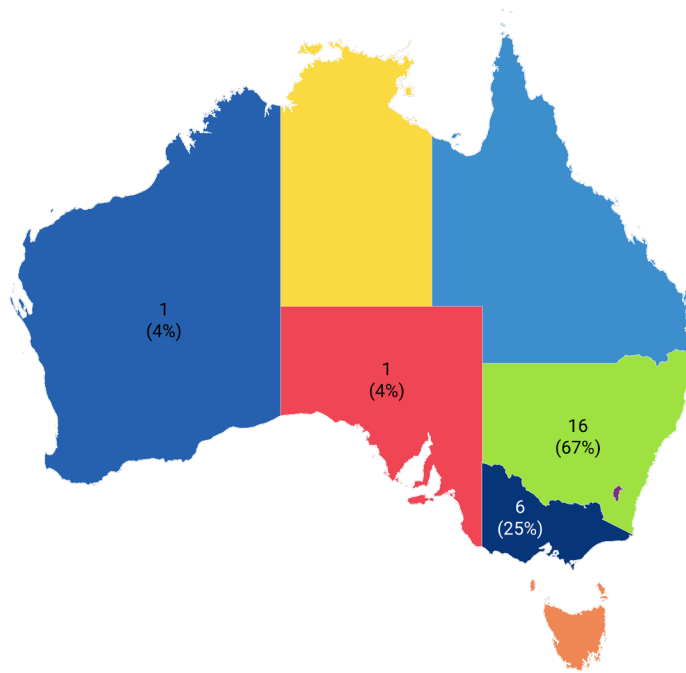
Male - 26
(90%)

Female - 3
(10%)

2026 Cohort

Total Number of Successful Applicants	29
Total Successful Applicants Who Participated in WTG Comp	16 (55%)
2026 Cohort Who Have Used Grok Academy	27 (93%)

Geographic Breakdown (100% Major Cities)



School Sector Breakdown

Public VS Private

Government funded schools vs Non-government funded schools

(Note: Non-government funded schools includes both self governed and centrally administered schools i.e. Independent and Catholic schools)

