Senate Standing Committee on Education Employment and Workplace Relations

QUESTIONS ON NOTICE
Additional Estimates 2011-2012

Outcome 2 - Schools and Youth

DEEWR Question No. EW1206_12

Senator McKenzie asked on 16 February 2012, Hansard page 63

Question

Cybersmart and Bullying. No Way! websites

Mr Cook: Certainly. Just to confirm, that is the Cybersmart website that we are talking about—cybersmart.gov.au? Senator McKENZIE: Yes. Do you have any other online resource website? Mr Cook: There is Bullying. No Way!, which is the other website. Senator McKENZIE: Can you provide me with information on both of those? Mr Cook: Sure. I will take it on notice.

Answer
The Department of Education, Employment and Workplace Relations in consultation with the Australian Communication and Media Authority has provided the following response:

The Bullying No Way website www.bullyingnoway.gov.au

The Bullying. No way! website has been developed in collaboration with the Australian Government and state and territory government and non-government education authorities. The website is managed on behalf of the Safe and Supportive School Communities (SSSC) working group by the Queensland Department of Education and Training and is funded through the Standing Council of School Education and Early Childhood (SCSEEC).

This website provides information to students and parents to address bullying, including cyberbullying, and offers a wide range of resources for school communities in every education sector and jurisdiction.

From 16 March 2012 the website will have a gov.au url. The website has been refreshed and rebuilt with a new look and updated content guided by the principles of the National Safe Schools Framework. The refreshed website will have dedicated portals for students, parents and teachers.

These changes have been informed by extensive market research and the parent portal has been further developed and enhanced. The website includes a range of interactive activities and resources such as streamed videos, games and competitions.

Jurisdictional links are updated on a regular basis so users have ready access to local information, resources and support.

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The Cybersmart program is a national education program administered by the Australian Communications and Media Authority (ACMA). It provides a range of practical and age appropriate resources for teachers, students and parents.

The Cybersmart website www.cybersmart.gov.au offers advice and information on where to go to for help for those who are experiencing cyberbullying or who need advice on how to help their friends. Information on cyberbullying is provided on the ACMA's website in English, Arabic, Chinese, Greek, Italian and Vietnamese. Since going live in July 2009 the website has had over 10.5 million page views.

This website also provides access to the *Cybersmart Online Helpline (provided through KidsHelpline)*, which offers free and confidential access to a trained counsellor for young people up to the age of 25.

The ACMA actively works with education authorities to promote and deliver a wide range of cybersafety programs and provides schools with a range of information and resources about the steps they can take to minimise cybersafety incidents, including cyberbullying. These are freely available through the Schools Gateway www.cybersmart.gov.au/Schools/Teacher%20resources.aspx area of the Cybersmart site, and include:

- o background information on common cybersafety issues, including cyberbullying and sexting;
- o policies and procedures that schools might adopt to assist in establishing a holistic approach to cybersafety; and
- o lesson plans to use in the classroom with students.