QUESTIONS ON NOTICE
Additional Estimates 2011-2012

Outcome 2 - Schools and Youth

DEEWR Question No. EW1208_12

Senator McKenzie asked on 16 February 2012, Hansard page 64

Question

Funds allocated to awareness raising exercises around cybersafety

Senator McKENZIE: I am hoping that the department, on notice, can provide me with a list of the funds allocated to the awareness-raising exercises that are undertaken around cybersafety.

Answer

The Australian Government has committed $125.8 million over four years in the 2008-09 Budget for a Cyber-Safety Plan. This Plan is managed by the Department of Broadband, Communications and the Digital Economy in consultation with the Department of Education, Employment and Workplace Relations and other agencies.

Activities initiated under this Plan include:

- The Cybersafety Help Button, a free desk top application available from the Department of Broadband, Communications and the Digital Economy website. The Cybersafety Help Button provides internet users, particularly children, with a 'one-stop-shop' or central access point for cybersafety advice and information such as counselling services, how to report abuse and educational resources to assist children deal with online risks including cyberbullying. The Department of Broadband is working with all state and territory education departments to install the Cybersafety Help Button across their school IT networks.

- The Australian Communications and Media Authority (ACMA) developed Cybersmart website at www.cybersmart.gov.au. This website is a single access point for cybersafety advice across a range of target audiences - children, parents, libraries and schools. The site includes comprehensive and practical advice for parents, interactive learning activities for children and information about safe social networking for teens. The website also includes a link to the Cybersmart Online Helpline for young people who have had negative experiences online, such as cyberbullying. The Helpline service is operated by Kids Helpline.

- The Easy Guide to Socialising Online is an online resource that provides cybersafety information for a number of social networking sites, search engines and online games, including Facebook, YouTube and Xbox. The Guide gives step by step instructions about how to report cyberbullying and inappropriate content on social media sites. It

also includes instructions on how to adjust privacy settings for children to protect their personal information.

- o Every cybersafety presentation delivered to schools as part of the ACMA's *Outreach program* for teachers, students and parents has a component focusing on cyberbullying and looks at strategies to mitigate risk. Over 350 000 teachers, students and parents have attended an outreach event in the past two and a half years.

- o Connect.*ed* is an online learning platform for teachers looks at various cybersafety issues including cyberbullying. All teachers across Australia can learn and obtain access to critical resources in their own time and at their own pace to help their students stay safe online. Currently in development is a cyberbullying interactive resource for mid-upper secondary students, focusing on the critical role played by bystanders in preventing and diffusing cyberbullying.

- o 'Tagged' is a film which explores the issues of sexting, cyberbullying and digital reputation. 'Tagged' was released on 23 September 2011 and is underpinned by a comprehensive range of teaching resources.

A key component of the Plan is the Consultative Working Group on Cybersafety (CWG) which is comprised of representatives from industry, community organisations and Australian Government agencies. The working group's role is to consider all aspects of cybersafety faced by Australian children, provide advice to government and strengthen cybersafety awareness.