

'Screen IT is an excellent fit for ACMA's cybersafety program. It's a national competition which teaches children new skills in screen communication while encouraging them to consider the theme in a creative way. We look forward to innovative interpretations of the online identity theme which reflect the varied experiences of children across Australia.'

# Students take a *creative* look at cybersafety for Screen IT

ACMA has taken a creative approach to cybersafety education in 2009 with the sponsorship of Screen IT, Australia's national filmmaking competition for school-aged students.

Developed by the Australian Centre for the Moving Image, the Screen IT competition is designed to encourage imagination and inventiveness in Australia's primary and secondary school-aged students, and to foster a new generation of young filmmakers. This year's competition will be based on a topical theme, 'Cybersmart—Constructing Online/Personal Identity'.

The Australian Centre for the Moving Image is a unique institution which explores and promotes the cultural and creative richness of the moving image in all its forms—film, television, games, new media and

art.

Open to all school-aged students, the competition invites entrants to submit a work in one of three categories, live action film, computer game or animation, in either the primary or secondary school sections of the competition.

'Screen IT is an excellent fit for ACMA's cybersafety program. It's a national competition which teaches children new skills in screen communication while encouraging them to consider the theme in a creative way. We look forward to innovative interpretations of the online identity theme which reflect the varied experiences of children across Australia,' said Chris Chapman, ACMA Chairman.

Finalists are granted a unique opportunity to be exhibited at ACMI, with their work

becoming part of the permanent ACMI collection. As part of the sponsorship, ACMA will also promote winners' work on its website and in future cybersafety education programs to children, parents and teachers.

'The 240 short films produced through Screen IT in 2008 were of a high standard and we anticipate a similar standard this year. These materials will be a great help to ACMA in communicating cybersafety messages effectively with other children—through the quality work of their peers,' said Chris Chapman.

A panel of industry experts will judge entries according to criteria including creative merit, technical difficulty, stylistic elements and use of the theme. The primary and secondary school with the most finalist entries win a prize and a perpetual trophy is awarded to the school with the most number of finalist entries overall.

The 2009 competition winners will be announced in November.

For information about the Screen IT competition in 2009, visit [www.acmi.net.au/screenit.htm](http://www.acmi.net.au/screenit.htm).



LEFT: RORY YOUNG, WINNER OF PRIMARY ANIMATION 08

RIGHT: LOUIS MITCHELL, WINNER OF SECONDARY LIVE ACTION 08

## ACMA strengthens relationship with NetSafe

As part of its commitment to cybersafety, ACMA has formalised its relationship with New Zealand's NetSafe, signing a Memorandum of Understanding (MOU) with the organisation in late 2008. NetSafe is an independent, non-profit organisation that educates New Zealanders about safe and responsible use of information and communication technology. Over the past two years, ACMA's Cybersafety teams have worked closely with NetSafe, sharing information on emerging cybersafety trends, research practices and resources to promote online safety for young people. The MOU acknowledges a strengthened relationship between the organisations, based on a shared commitment to promoting cybersafety awareness and education to the community, and to meeting the challenges of a rapidly evolving online environment.