



## Safer Internet Day offers lessons in life online

Helping children enjoy safe internet experiences is at the heart of ACMA's cybersafety education program. It is also a core focus of Safer Internet Day, an international cybersafety event held by InSafe, the European network for internet safety.

Held annually since 2004, Safer Internet Day is now observed in 55 countries worldwide, and is supported by a network of partner organisations, including ACMA. This year, Safer Internet Day focused on the theme 'Life online is what YOU make of it'.

As part of the Australian campaign, ACMA participated in a week-long international blogathon, supported by the Australian Federal Police, schools and education agencies, libraries, the Internet Industry Association and online communities. ACMA's popular blog received 93 postings from internet safety organisations and experts from all participating countries, as well as input from students in 22 Australian schools.

ACMA coordinated the involvement of the primary and secondary students, who were encouraged to consider a number of questions:

- Is the internet a positive or negative element in today's world?
- Are mobile phones only about 'connecting people'?
- Can we believe everything we see on the internet?
- Do we behave differently online than in the physical world?

To further promote cybersafety, ACMA ran a Cybersmart Detectives activity in Western Australia, with more than 100 Grade 5 students participating in a Cybersmart Detectives activity. ACMA also marked the day by launching a new Cybersmart brochure—*The smart guide to socialising on the internet*. The brochure provides important advice and information for parents and young people on how to stay safe when using social networking tools like games and virtual communities.

### ACMA'S NATIONAL CYBERSAFETY EDUCATION PROGRAM

ACMA also coordinates an ongoing and comprehensive cybersafety education program in Australia. This includes:

- providing information on current trends in internet safety
- undertaking targeted campaigns and activities to raise awareness.

Cybersafety activities aim to give children, and their parents and carers, sound advice on how best to manage online risks, so that their internet experiences are safe and positive.

In 2008, ACMA will roll out a program of cybersafety initiatives. These include:

- Research into young people's use of online media. This study will look at current usage trends and will build on ACMA's comprehensive 2007 report *Media and Communications in Australian Families*.
- A new range of free brochures will be made available to parents, as well as education, law enforcement and community groups. These materials complement materials already provided on ACMA's Cybersmart Kids website—<[www.cybersmartkids.com.au](http://www.cybersmartkids.com.au)>.
- In addition to its existing program of cybersafety education, 50 more presentations on internet safety will be given at schools in Western Australia, Victoria, New South Wales, South Australia and the ACT in the current school term.
- An expanded version of the cybersafety presentation will be made available online to ensure broad access to valuable safety information.

As part of its commitment to cybersafety, ACMA also operates an online complaints hotline at <[www.acma.gov.au/hotline](http://www.acma.gov.au/hotline)>. Members of the public can use this forum to complain about offensive or illegal internet content.

## Children's and preschool programs granted classification, February 2008

Program title	Series	Episode description	Program style	Program type	Country of origin	New/renewal	Class	Decision date	Applicant
<i>Enyo</i>	1	1-26	Animation	Drama – Series	Australia	New	PRC	19/2/08	Avrill Stark Entertainment
<i>For Kids</i>	1	FK027-FK040	Live Action	Light Entertainment – Magazine	Australia	New	P	13/2/08	Gravity TV
<i>Pixel Pinkie</i>	1	7b, 8a, 8b, 9a, 9b, 10a, 10b, 11a, 11b, 12a, 12b, 13a, 13b	Animation	Drama – Series	Australia	New	CD	8/2/08	Blue Rocket Productions Pty Ltd
<i>The Elephant Princess</i>	1	16-26	Live Action	Drama – Series	Australia	New	CD	19/2/08	Jonathan M Shiff Productions Pty Ltd
<i>Wakkaville</i>	1	WV01-WV26	Animation	Drama – Series	Australia	New	PRC	14/2/08	Ettamogah Entertainment

Class – Classification, C – C Classification, CD – C Drama, P – P Classification, PRC – Provisional C, PRP – Provisional P, A classification expires five years after the date it was granted or renewed.