



ACMA'S GRAHAM RODRICK LAUNCHES THE CYBERSMART DETECTIVES PROGRAM AT COBURG NORTH PRIMARY SCHOOL

- Be aware that, in the online environment, people may not be who they say they are.
As part of the Australian Government's cybersafety policy, ACMA continues to provide a comprehensive national program of cybersafety initiatives. These include:
- Research into young people's use of online media. An ACMA study looking at current usage trends will build on its comprehensive report *Media and Communications in Australian Families 2007*.
- A range of cybersafety materials for public libraries.
- Collaborative development of social networking guidelines, launched by the UK Home Office Taskforce in April. ACMA participated in an international partnership of industry, government, education and law enforcement bodies.
- Internet safety publications on social networking, mobile phone use and safe internet use to complement ACMA's Cybersmart Kids online safety advice website, <www.cybersmartkids.com.au>.
- A cybersafety outreach program.
- A complaints hotline, <www.acma.gov.au/hotline>, where members of the public can report offensive internet material.
- Membership of INHOPE, an international network of hotlines that collectively deals with approximately 10,000 reports per month from internet users about illegal online content.

Cybersmart Detectives officially launched in Victorian schools

Victorian schoolchildren now have access to Cybersmart Detectives, ACMA's innovative online safety activity, following its recent official launch at Coburg North Primary School.

ACMA partnered with Victoria Police for the Education Week launch, which was followed by a Cybersmart Detectives activity involving students from nine schools across the state. The program will now be available each week of the school year for Victorian students.

'Cybersmart Detectives teaches children cybersafety messages in a safe environment. Online and interactive, it makes for a powerful and dynamic learning experience,' said ACMA Chairman Chris Chapman.

'Cybersafety education is vital in ensuring children enjoy safe internet experiences and know how to protect themselves from risks. Cybersmart Detectives is a key part of ACMA's cybersafety program, which provides education resources, and advice and support for young people, teachers and families.'

During the activity, children work in real time and liaise with community professionals to solve an internet-themed problem. They play the role of a school deputy principal concerned about the welfare of a new student who is possibly being bullied by someone he or she has met in an internet chat room.

'Cybersmart Guides', including ACMA staff, teachers and police, respond to questions and theories posed by the students, and guide the teams through a series of 'clues'. The children discuss the risks of certain online and offline behaviours, and ways to manage these risks.

The key messages of Cybersmart Detectives are:

- Do not give out personal information when chatting online.
- If you want to meet someone from a chat room face-to-face, take a parent with you.

