

# Triple Zero Kids' Challenge launched in Melbourne

An online game designed to teach young children how to use Triple Zero in an emergency was launched in May at Collingwood College by the Minister for Broadband, Communications and the Digital Economy, Senator Stephen Conroy.

Aimed at five to ten year olds, the Triple Zero Kids' Challenge features nine interactive safety scenarios starring colourful, animated characters who teach children how to identify and respond to emergency situations and appropriately use Triple Zero. As they work their way through the scenarios, children learn the importance of asking for the appropriate emergency service, how to explain the emergency and how to use signs and information around them to tell operators where the emergency is.

Since the May launch, more than 17,000 Australian schoolchildren have played the Triple Zero Kids' Challenge.

'The game is another exciting education initiative and we are every bit as confident it will be as successful as our national cybersafety program,' said Chris Chapman, Chairman of the ACMA.

'It is an initiative that the ACMA has been proud to support and work with emergency service organisations, Telstra and Optus, in developing.'

More than 10 million people call Triple Zero every year and many of them are young children. The game reinforces the importance of staying calm and only calling Triple Zero in a genuine emergency.

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Both primary school teachers and parents are being encouraged to play the game during class and at home and use the opportunity to discuss potentially life-saving messages with children.

The Triple Zero Kids' Challenge is an initiative of the Triple Zero Awareness Working Group, a national body that represents emergency call-taking agencies throughout Australia and reports to the ACMA's Emergency Call Service Advisory Committee. 📞

For more information and to play the game, visit [www.triplezero.gov.au](http://www.triplezero.gov.au).



ACMA staff members Andree Wright and Peter Sutton with Senator Stephen Conroy (centre) at the launch of the Triple Zero Kids' Challenge in Melbourne.



Students from Collingwood College playing the Triple Zero Kids' Challenge.