

Fact Sheet



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Telstra Foundation – Spotlight on Cyber Safety

- In February 2008, the Telstra Foundation announced a new program that would put a spotlight on cyber safety for children and young people.
- The Telstra Foundation's cyber safety program focuses on building the protective factors for children and young people so they can develop their skills and enjoy the use of information and communication technologies in safe, supported environments.
- Key facts about the Telstra Foundation's cyber safety program include:
 - \$3 million worth of funding has been committed to tackling the issue over the next three years
 - For its first initiative in the cyber safety program, the Telstra Foundation partners with La Trobe University and Intuitive Media to deliver SuperClubsPLUS Australia, a protected on-line learning community for 6 to 12 year olds throughout Australia
 - The second initiative is the announcement of the recipients of the Telstra Foundation's cyber safety grants. The grant recipients from across Australia have devised support programs and research to help kids to be safe when online and using mobile phones while also making the most of what technology has to offer.
- In addition to the Telstra Foundation's spotlight on cyber safety, Telstra's commitment to cyber safety includes:
 - Parent programs and tips to help parents encourage their children to be less vulnerable to cyber bullying
 - BigPond's ongoing commitment to provide Internet Security education and solutions for Australian families
 - Ongoing work with police authorities to eliminate anti-social behaviour.

Cyber safety statistics

- 93% of teenagers use the internet¹
- 84% use chat rooms daily²
- 59% of children use a mobile phone³
- 33% of children aged 8 or 9 started to use the internet at the age of 5 or 6⁴ and
- Five million Australian homes have internet access (a five-fold increase in the number of household internet connections in under 10 years)⁵

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**Making a positive and lasting difference to the lives of
Australian children and young people**

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Tips to help parents become better equipped when their child is using the internet

1. Familiarise yourself - talk with your child about their use of the internet
2. Explore - explore these sites and technologies yourself
3. Restrict - restrict inappropriate content and consider parental controls such as filtering
4. Talk - talk to your child and encourage open communication
5. Know - be aware of the potential dangers and know where to report potentially illegal or inappropriate behavior online

Tips to help protect children online

1. Keep it private - ensure your child keeps their profile and online friends private
2. Keep it friendly - ensure your child knows what to do when they encounter cyber bullying (Stop, Block and Tell!)
3. Keep it online - ensure your child only ever meets online friends for the first time in the company of yourself or a trusted adult
4. Keep it locked - make sure your child's mobile phone uses a PIN, so when lost or stolen it can't be used to auto-sign into their online profiles
5. Keep it real - reinforce strong and positive personal and societal values and behaviors online

¹ Source: *Media and Communications in Australian Families 2007, Report of the Media and Society Research Project*, Australian Communications and Media Authority (ACMA), 2007

² Source: Chatalert study, 2006

³ Source: *Media and Communications in Australian Families 2007, Report of the Media and Society Research Project*, Australian Communications and Media Authority (ACMA), 2007

⁴ Source: kidsonline@home - Internet use in Australian homes, Netratings Australia, 2005

⁵ Source: Household Use of Information Technology, Australia 2006-07, Australian Bureau of Statistics

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