



cyber(smart:)

What is Cybersmart?

- Cybersmart is a national cybersafety education program managed by the Australian Communications and Media Authority (ACMA), as part of the Australian Government's 2008 commitment (\$125.8 million over 4 years) to cybersafety. The program is specifically designed to meet the needs of its target audiences of children, young people, parents, teachers and library staff.
- Cybersmart aims to:
 - **Inform** children, young people, parents, teachers and library staff about cybersafety issues
 - **Educate** audiences through information, resources and practical advice
 - **Empower** children and young people to be safe online.
- The program includes:
 - The comprehensive Cybersmart website and a range of information and resources designed to meet the needs of children, young people, parents, teachers, and library staff. All resources are provided free of charge in Australia.
 - The Cybersmart Outreach Professional Development for Educators program – a cohesive, full day program, tightly structured to meet the researched needs of the teacher audience.
 - The Pre-Service Teacher program for trainee teachers, educating future teachers on the trends and issues that will affect their students online, in school and in the home.
 - Online Professional Development program, *Connect.ed*, designed to complement our face-to-face Professional Development for Educators program.
 - Internet Safety Awareness presentations for teachers, parents, teens and children – targeted one hour presentations, available in metropolitan and regional centres throughout Australia. These sessions provide topical and targeted information about the risks confronting children online and offer appropriate tools and strategies to help make their experiences safe and positive.

- Interactive Shared Learning programs Cybersmart Detectives and Cybersmart Hero, educating young people in an engaging and interactive format, and encouraging them to think for themselves about solutions to cybersafety issues.
- The Cybersmart Online Helpline – a service for young people who have experienced issues online.
- The Cybersafety Contact Centre—a national telephone centre providing online safety information, advice and access to resources for all Australians.

Program Principles

- Cybersmart is designed to support and encourage participation in the digital economy by providing information and education which empowers children to be safe online.
- It aims to develop “digital citizens” who are able to derive the benefits of online participation while taking responsibility for self-protection by understanding the potential consequences of online behaviour. Cyber-citizenship goes beyond safety and risk, and encompasses the notion of positive engagement in the online environment.
- With a focus on digital engagement, the program is not designed to tackle issues for which a specialist response is needed, and will defer to the expertise of others. Such issues may include cyber-crime (requiring an enforcement response) or self-harming behaviours (requiring a mental health response).
- Cybersmart programs are research based. We undertake regular research into the cybersafety information needs of young people, their parents and their teachers. We also pay attention to best practice research conducted nationally and internationally.
- All Cybersmart content and resources are created based on the same underlying principles: that these materials are of a high standard, consistent, audience-appropriate and well prepared. Materials are assessed by our audiences on how suitable, effective, and engaging they are, and how easy they are to use. All materials bearing the Cybersmart brand are high quality and carefully reviewed prior to publishing.
- As a program funded by the Australian Government, Cybersmart is required to meet high standards of transparency, probity and audit. Program effectiveness is assessed through a continuing evaluation program.
- Cybersmart looks actively to draw on the experience and skills of other internationally leading providers of Cybersafety education (for example NetSafe in New Zealand and Childnet International in the UK). Cybersmart will adapt and re-use materials and resources developed by such providers under appropriate agreements with the relevant providers where the materials are of high standard and directly meet the identified needs of the Cybersmart target audience.
- The ACMA will cooperate and collaborate with other organisations in Australia and overseas whose aims and approach are consistent with those of the Cybersmart program principles. In considering any such associations the ACMA will have regard to consistency of aims, approach and standards with the Cybersmart program and with the ACMA’s probity and transparency obligations as a Government agency.