



NAPCAN
PREVENTING CHILD ABUSE

EMBARGOED UNTIL MIDNIGHT 1 SEPTEMBER 2013

NAPCAN National Play Your Part Awards

To: Australian Federal Police
For: ThinkUKnow

ThinkUKnow commenced during the first term of 2009. The program aims to raise awareness among parents, carers and teachers of how young people are using technology and how to keep them safe online and when using mobile technologies. The initiative aims to bridge the gap between parents and children and ensure caregivers are well aware of Internet safety issues.

ThinkUKnow sessions are hosted at primary and secondary schools across Australia, with over 600 schools participating to date and over 22,000 parents, carers and teachers educated. ThinkUKnow presentations are delivered by accredited trainers from law enforcement and IT backgrounds. Information is made available online with further support provided by the ThinkUKnow website.

These presentations have been made to 460 parents, carers and teachers from rural and regional areas throughout NSW and QLD. It received the Secure Computing Magazine Innovation Award in 2010 and has been commended for the long-term benefits it provides to the community by educating people about online safety.

ThinkUKnow has three main long-term goals;

- to increase education and awareness amongst parents, carers and teachers;
- to minimise the risk and prevent harm to children and young people whilst online; and
- to increase reporting.

ThinkUKnow Australia is able to bring together the experiences of law enforcement, industry and even the parenting experiences of our volunteers to produce a balanced, pro-technology initiative. Bringing together law enforcement and industry to deliver free awareness-raising sessions has allowed ThinkUKnow to reach a diverse audience and deliver a more comprehensive approach to cyber safety and security. The AFP is proud of this collaboration, particularly how partners and volunteers give up not only their time to this initiative, but also put aside traditional notions of their roles to spread these important cyber safety messages.

NAPCAN is awarding a 2013 National Play Your Part Award to ThinkUKnow for: ongoing efforts to keep children and young people safe online; through their effective collaboration across sectors creating broad community awareness of issues concerning children's safety and wellbeing.

For further details: contact NAPCAN Head Office on 02 9269 9200