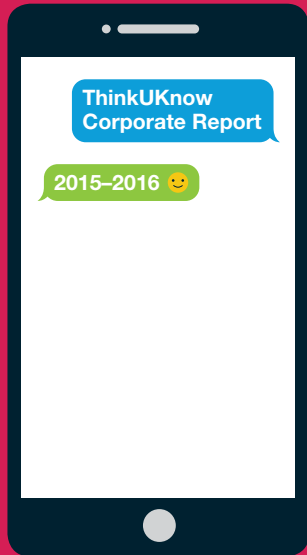


CORPORATE

REPORT



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PROGRAM OVERVIEW

OUR PROGRAM

ThinkUKnow Australia is a partnership between the Australian Federal Police (AFP), Microsoft Australia, Datacom and the Commonwealth Bank of Australia, delivered in collaboration with Bankwest, Neighbourhood Watch Australasia and State and Territory police.

Originally developed in the United Kingdom by the Child Exploitation and Online Protection (CEOP) Centre in 2006, ThinkUKnow was piloted in Australia in 2009 before being rolled out nationally.

ThinkUKnow is a free, evidence-based cyber safety program that provides educational presentations to parents, carers and teachers, and students across Australia.

The program is delivered by a unique network of trained volunteers to educate adults about the benefits of various technologies, what young people see, say and do online, as well as challenges they may face and how to overcome these challenges.

State and Territory police deliver the program in schools, from years three and upwards.

Topics covered include cyberbullying, 'sexting', online grooming, online gaming, inappropriate content, privacy management, how to protect your devices and accounts and how to get help if something goes wrong.

There are plans to further expand the program to develop cyber security targeted presentations and accessible information for Indigenous Australians, culturally and linguistically diverse communities and people with a disability.

**Mission: To provide accessible
cyber safety education and
information deliver through a
unique partnership between
law enforcement and industry.**

ThinkUKnow is supported by thinkuknow.org.au, Facebook, Twitter, YouTube and a monthly e-Newsletter providing comprehensive information and a variety of resources on cyber safety.

670

REGISTERED VOLUNTEERS DELIVERED

386

PRESENTATIONS TO

10803

PARENTS, CARERS AND TEACHERS ACROSS AUSTRALIA

THAT'S MORE THAN ONE PRESENTATION EVERY DAY!

TECHNOLOGY SNAPSHOT

The past 12 months have again demonstrated that technology is changing and developing well beyond what we can predict.

Along with the new apps and social media sites which change in popularity daily, technology creates a complex environment. The safety of children online is an ongoing concern.

ThinkUKnow is bridging the educational gap between young people and their parents – educating them on what young people SEE, SAY and DO online.

RESEARCH INTO THE ONLINE LIVES OF YOUNG AUSTRALIANS HAS FOUND THAT BY THE TIME THEY REACH THE AGE OF 17, THE INTERNET HAS BECOME A THOROUGHLY INTEGRATED PART OF THEIR EVERYDAY LIVES

AUSTRALIAN COMMUNICATION MEDIA AUTHORITY (2016)

15 YEAR OLDS ARE THE PRIMARY TARGETS OF REPORTED CYBER BULLYING MATERIAL

OFFICE OF THE CHILDREN'S ESAFETY COMMISSIONER (2016)

IN 2015–2016 THE AFP RECEIVED MORE THAN 11,000 REPORTS OF CHILD EXPLOITATION

AUSTRALIAN FEDERAL POLICE (2016)

40 PER CENT OF HOUSEHOLDS WITH SCHOOL CHILDREN THAT DON'T ALREADY HAVE A DEVICE ARE CONSIDERING PURCHASING A TABLET FOR EDUCATION

TELSTRA (2016)

THE OFFICE OF THE CHILDREN'S ESAFETY COMMISSIONER WORKED TO REMOVE OVER 7,400 URLS OF CHILD SEXUAL ABUSE MATERIAL

OFFICE OF THE CHILDREN'S ESAFETY COMMISSIONER (2016)

AROUND 1.3 MILLION HOUSEHOLDS WITH SCHOOL-AGED CHILDREN WERE LIKELY TO HAVE AT LEAST ONE TABLET. AROUND 60 PER CENT OF TABLET OWNERS HAVE PURCHASED THE DEVICE FOR EDUCATION

TELSTRA (2016)

OUR PARTNERS AND PEOPLE

LAW ENFORCEMENT PARTNERS

AUSTRALIAN FEDERAL POLICE

The AFP is the primary law enforcement agency of the Commonwealth and is the custodian for the ThinkUKnow program in Australia.

CYBER AND CHILD SAFETY TEAM



The AFP's Cyber and Child Safety team is responsible for the coordination, management and delivery of the ThinkUKnow program, with support from industry partners.

The team works closely with AFP Child Protection Operations and Cybercrime Operations to ensure issues raised in their investigations are incorporated into ThinkUKnow presentations. This enables real-police experience in supporting crime prevention messages. The team is focussed on providing a multi-faceted approach promoting the safe and ethical use of technology.

The team also represents the AFP and the ThinkUKnow program at education and community events, and manages several campaigns to increase awareness about cyber safety issues in Australia and surrounding regions.

STATE AND TERRITORY POLICE

The ThinkUKnow program is delivered in collaboration with our policing partners and is proudly supported by the New South Wales Police Force, the Northern Territory Police, the Queensland Police Service, South Australia Police, Tasmania Police, and Western Australia Police.

Victoria Police will be joining the program in 2017, finalising the ThinkUKnow national rollout.



Neighbourhood Watch Australasia is the overarching organisation of member Neighbourhood Watch programs in Australia and Neighbourhood Support in New Zealand. Neighbourhood Watch Australasia is the largest community based, crime prevention activity of its kind in Australasia.

The AFP continues to be represented on the Neighbourhood Watch Australasia Board.

INDUSTRY PARTNERS

Commonwealth Bank



The Commonwealth Bank is Australia's leading provider of integrated financial services. They are a long-standing supporter of the community and contribute to individuals, schools and community organisations through the Staff Community Fund, sponsorship programs, volunteering and community grants.

The provision of cyber safety education is a natural extension of Commonwealth Bank's existing and longstanding role in Australian schools providing banking and financial literacy programs for students. Through both financial support and employee volunteers, the CBA actively participates in the program to help children and their parents build a stronger foundation of knowledge and skills to become positive digital citizens.

The Commonwealth Bank partnership with ThinkUKnow also presents an exciting opportunity to leverage the Bank's technical expertise in relation to digital and data privacy and security. By volunteering as presenters in the program, trained employees of the Commonwealth Bank can share their technical insights and advice with Australians to help them stay safer online.

Bankwest is a subsidiary of Commonwealth Bank and newest partner of the ThinkUKnow program. They pride themselves on supporting the community through technology to help advance student learning and connect organisations with their communities.

DATAKOM

Datacom is one of Australasia's largest professional IT companies, operating across Australia, New Zealand, the Philippines and Malaysia. The company has a long history of providing reliable, innovative industry-leading IT solutions and services to a diverse range of organisations in both corporate and government sectors.

Datacom plays an integral role to the success of the program by providing administration resources, a ThinkUKnow contact centre operating out of Datacom's Sydney office, and the participation of staff volunteers who present at schools and organisations across Australia.

Microsoft

Microsoft is a worldwide leader in software, devices and services, providing solutions for individuals and businesses. Microsoft is a founding partner of the ThinkUKnow program and has been integral in its subsequent success.

As part of Microsoft's longstanding commitment to privacy, Microsoft is proud to partner with the ThinkUKnow program and provide accredited employee volunteers to deliver Internet safety education to parents, carers and teachers across Australia.

Microsoft not only supports the program financially, it also supplies technical expertise in developing program content and materials.

DIGITAL PARTNERS

Thank you to the NSW Department of Education and Communities and the Queensland Department of Education and Training for making digital presentations possible. Many schools in remote areas, from Charters Towers to Ardlethan, received digital presentations when nearby volunteers were unavailable.

OUR VOLUNTEERS

ThinkUKnow Australia is made possible by the commitment and enthusiasm of our trained volunteers and presenters.

During 2015–2016, ThinkUKnow was proudly supported by 670 volunteers from every State and Territory in Australia.

The program was also supported by volunteers from our State and Territory police, as well as youth liaison and crime prevention officers.

KAL THOMPSON, DATACOM



Kal became a volunteer to give back to the community. His wife attended a ThinkUKnow presentation years earlier, and spoke highly of it. As soon as he started with Datacom, he was on board.

“The most rewarding part is knowing I have helped some fellow parents understand the opportunities and risks [of technology] for them and their children. Making them more confident in exploring and making the best use of these wonderful tools in an informed way.

In every session when I talk about passwords, some of the parents start to squirm. When I talk about using children’s names, pet’s names and so on, they look really sheepish. When I then combine that with my part on data mining through Gmail etc. they realise it is so easy to work out their passwords and you can see the penny drop. It is a great moment in the presentation.”

VOLUNTEER SINCE EARLY 2016

PHIL MEYER, MICROSOFT



Phil joined as a volunteer to make a worthwhile contribution to cyber safety based on his knowledge of the internet and technology. He also wanted to help parents better understand the changing online world and what their children may be exposed to.

Phil has delivered more than 70 presentations over the past seven years.

“The reward is seeing parents and carers come up at the end of the session to talk about how they are more prepared and aware. It’s that immediate impact of seeing that they and their children will be safer on the internet as a result of the session.

The lasting memories are the digital sessions to remote schools and communities. It’s so wonderful to see the power of the same technology we are discussing from a safety perspective being used to close the gap with children and parents all across a State and not just in the capital cities.”

VOLUNTEER SEVEN YEARS

MERRYL-ANN TIDYMAN, COMMONWEALTH BANK



Meryll-Ann finds the sense of achievement in giving knowledge back to parents, carers and teachers the most rewarding part of being involved in the ThinkUKnow program.

“I like that I have an opportunity to give a little back to the community.”

VOLUNTEER TWO YEARS

STATE / TERRITORY

NO. OF VOLUNTEERS

ACT	→	82
NSW	→	183
NT	→	38
QLD	→	132
SA	→	86
TAS	→	22
VIC	→	60
WA	→	67

**OUR
PERFORMANCE**

ADULT

ACT

**45 PRESENTATIONS
1837 ATTENDEES**

NSW

**109 PRESENTATIONS
4429 ATTENDEES**

VIC

**55 PRESENTATIONS
1873 ATTENDEES**

SA

**30 PRESENTATIONS
816 ATTENDEES**

WA

**20 PRESENTATIONS
453 ATTENDEES**

NT

**8 PRESENTATIONS
269 ATTENDEES**

QLD

**104 PRESENTATIONS
786 ATTENDEES**

TAS

**15 PRESENTATIONS
340 ATTENDEES**

YOUTH

ACT

97 PRESENTATIONS
13828 STUDENTS

NSW

814 PRESENTATIONS
101901 STUDENTS

VIC

17 PRESENTATIONS
3464 STUDENTS

SA

337 PRESENTATIONS
23282 STUDENTS

WA

52 PRESENTATIONS
2500 STUDENTS

NT

50 PRESENTATIONS
2783 STUDENTS

QLD

11 PRESENTATIONS
938 STUDENTS

TAS

85 PRESENTATIONS
3203 STUDENTS

THINKUKNOW MATERIALS

THINKUKNOW PRESENTATIONS

Following feedback from stakeholders and presenters, ThinkUKnow presentations for adults and youth were redeveloped in 2015–2016 to modernise and refresh the look and feel of the program, and to ensure messages and content were age-appropriate.

Six presentations were designed to be more interactive and engaging with improved compatibility to enable PC or Mac compatibility.

Can I please pass on that I think this is a brilliant set of packages? Every teacher, principal and parent has provided very positive feedback as have the kids I have had contact with afterwards. In fact the only complaints I have had were from my own sons who died of embarrassment when I presented to their classes last term!

VOLUNTEER (SOUTH AUSTRALIA)

Presentations were also supported by thinkuknow.org.au, a range of factsheets, videos, and case studies from real police investigations.

WHAT OUR AUDIENCES SAID...

“Booklet given out is excellent. Thank you for giving up your time to present this.”

“Great session. Thank you.”

“Many thanks for the time and effort of the volunteers.”

“Thank you. What a wonderful program.”

“Excellent presentation. It’s great to see these things available and we’re very grateful for the volunteers who have given up their time.”

“Good info was given as well as interesting strategies for parents, keep up the great work.”

“More video of real life situations would suit this type of presentation.”



PROGRAM EVALUATION

To help us determine the effectiveness of ThinkUKnow presentations and how they are being received, one in four presentations are evaluated through the completion of online participation surveys.

OUR EVALUATION OF THE PROGRAM SHOWS

95 PER CENT

OF PARTICIPANTS AGREED OR STRONGLY AGREED THE PRESENTATION MOTIVATED THEM TO TAKE ACTION

91 PER CENT

OF PARTICIPANTS AGREED OR STRONGLY AGREED INFORMATION PRESENTED TO THEM WAS RELEVANT

95 PER CENT

OF PARTICIPANTS AGREED OR STRONGLY AGREED THE PRESENTATION WAS EASY TO UNDERSTAND

A TARGET OF

85 PER CENT

INCREASED AWARENESS AND REINFORCEMENT OF CYBER SAFETY IS STIPULATED IN FEDERAL GOVERNMENT'S PORTFOLIO BUDGET STATEMENT

VOLUNTEER TRAINING

Our volunteers and law enforcement presenters (AFP, State and Territory police) are to the heart of the ThinkUKnow program. In 2015–2016 we made several improvements to better support those delivering our message to the Australian community, including:

- Delivering face-to-face training across Australia in every State and Territory.
- Developing in-depth training manuals for both the adult and youth program (training manuals incorporate full slides and talking points to guide presenters through presentations).
- Re-designing the ‘Presenter Portal’ to simplify the access to, and downloading of, presentation files and associated materials. Developing online training videos demonstrating presentation delivery.
- Developing a detailed set of FAQs to assist volunteers in answering questions from participants.
- Introducing additional videos into the adult presentation as a result of feedback from presenters indicating they would like more multimedia and interactivity to assist with presentation delivery.

We are always looking to improve our training packages for our volunteers and presenters. Some of our feedback this year included:

“Thanks for the packages that you have given. I think updated versions each year would be great considering how social media technology is always evolving.”

“Thanks — can face to face be done via skype? Makes it easier for country folk.”

“Well presented, always great to be updated and see other presenters.”


“Very informative and well presented.”

“Previous presentation was difficult to follow for students and was a struggle to engage the students.”


“The activities are a good idea as young people get tired being talked at.”

“TUK Is a great package, keep it up. Bookings can be problematic if we could do it ourselves online that would be great”.

“Creation of online resources to complete point in time learning.”

 Thanks so much to @rhp123 for opportunity for @LunaEric1 and I to run @ThinkUKnow_Aus at your great school. Great turnout!
— David Colville

 @ThinkUKnow_Aus thx for extremely informative seminar about kids cyber safety, tonight in #canberra
— Hilary

 Loved the presenter training for @ThinkUKnow_Aus today — looking forward to going along to my first presentation :)
— Sarah F

THE AFP AND STATE AND TERRITORY POLICE DELIVERED

1 463

PRESENTATIONS TO

151

899

STUDENTS ACROSS AUSTRALIA

OUTREACH AND ENGAGEMENT

FUTURE SCHOOLS

In March 2016, the Cyber and Child Safety team travelled to Sydney to promote the ThinkUKnow program to key education stakeholders at the National Future Schools Expo. The team engaged with a record number of approximately 2300 educators from across Australasia to raise awareness of cyber safety and the ThinkUKnow program.



STAY SMART ONLINE WEEK

In October 2015 the Cyber and Child Safety team coordinated activities for Stay Smart Online Week. ThinkUKnow and Social Media and Reputation Management presentations were live-streamed across the country, which was supplemented by a Q&A session on the AFP Facebook page. Cybercrime and Child Protection Operations investigators provided answers about cyber security and safety in real-time.

EDUTECH

In May 2016, ThinkUKnow attended EduTech, the Southern Hemisphere's largest education and technology expo, for the second year running, providing the most up-to-date resources to more than 8000 delegates.



COMMUNITY EVENTS

In October 2015, members from the Cyber and Child Safety team took part in the Daniel Morecombe Foundation's Capital to Coast tour, delivering ThinkUKnow presentations to educate parents, carers and teachers in regional communities.

ThinkUKnow was also represented at regional events including the Royal ActewAGL Canberra Show, Rockhampton Show and the Adelaide Show to broaden the reach of ThinkUKnow messages among key audiences.



ONLINE ENGAGEMENT

In 2015–2016 ThinkUKnow aimed to provide a more active and responsive presence on our social media channels, with the introduction of videos and information about trending topics.

The top performing posts focussed on the consequences of cyberbullying, harassment and child protection, as well as our community events and videos.

A digital strategy is being developed to expand our presence in 2016–2017.

Here are some of ThinkUKnow's most viewed posts:

f Will your kids be waking up to a new device under the tree on Christmas Day? There are steps you can take to help keep them safe online. In this video, we explain parental controls. #AusFedPolice #ThinkUKnow #cybersafety


f Watch out! A new SMS phishing scam is going around targeting banking customers. If you receive one of these messages, delete it immediately and contact your financial institution.

f Did you know that if you are under the age of 18 and send a naked selfie, that could be considered the production and distribution of child pornography? Before you hit send, you need to know the consequences. #sexting #staysafe thinkuknow.org.au/site/sexting

f ThinkUKnow Australia: Tech Talk: Microsoft Australia explains geotagging — Is your mobile phone using geotagging to give away more information than you'd like? Do you know how to turn it off? Technology can be confusing but we're lucky enough to have Microsoft Australia as a ThinkUKnow program partner to help explain what geotagging is, and how we can use it in a safe and responsible way! #geotagging #ThinkUKnow #Microsoft

A NEW PARTNERSHIP

In October 2015, ThinkUKnow welcomed Bankwest — a subsidiary of the Commonwealth Bank of Australia — as a new corporate partner. The introduction of Bankwest has expanded the reach and capacity of the program in Western Australia.

 We're proud to partner with the Australian Federal Police and Industry to support the award-winning #cyber #safety program @ThinkUKnow_Aus — Bankwest

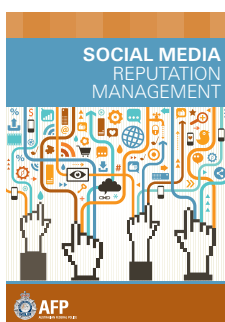


ThinkUKnow welcomed Bankwest — a subsidiary of the Commonwealth Bank of Australia — as a corporate partner, expanding the reach of the ThinkUKnow program in rural and regional locations in Western Australia.

SUPPORTING AFP PROGRAMS

The principles behind the ThinkUKnow program are the foundation for other AFP cyber safety initiatives.

SOCIAL MEDIA AND REPUTATION MANAGEMENT



In 2010, the AFP developed a Social Media and Reputation Management program for elite athletes, law enforcement, Defence personnel and corporate professionals. Since this time, 317 sessions have been delivered to

16,776 representatives from a variety of sporting groups and corporate organisations.

The Social Media and Reputation Management presentations focus on three areas:

- **Privacy management**
Privacy settings on social media accounts, geotagging, security when travelling.
- **Relationship management**
Accepting friend requests, types of followers, bullying and harassment online, sexting, having your image taken by others, online dating and hook-up apps.
- **Reputation management**
Policies of the club/sport, types of images not to be shared, associating with offensive content online and permanence of images.

Through these presentations it is envisaged athletes and employees will better use their own technology, and will become positive cyber safety role models for young people.

The project team is currently exploring options to engage organisations to develop a cyber safety ambassadors program.



AIS LEARNING MODULE

During this reporting period the AFP worked with the Australian Institute of Sport (AIS) to develop an online learning course on social media and cyber safety for high performance athletes.

The AFP program—provided to athletes ahead of the 2016 Rio Olympic Games—is available through the AIS's online education portal for registered athletes to complete.

