

# Corporate Report

2017–18



# Our Program

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

ThinkUKnow is a national, law enforcement-led, online safety program that provides educational presentations to parents, carers and teachers, and students.

Volunteers from ThinkUKnow industry partners and law enforcement deliver educational sessions to parents, carers and teachers on why and how young people use technology, the challenges they may face, and importantly, how to get help.

State and territory police deliver the program across Australia in segmented presentations for school-aged children and young people to give them the right tools and information to stay safe online.

## How did we do?

To help us determine the effectiveness of our presentations for parents, carers and teachers, evaluation forms are provided at each presentation.

**92%** OF PARTICIPANTS AGREED OR STRONGLY AGREED INFORMATION PRESENTED TO THEM WAS RELEVANT

**97%** OF PARTICIPANTS AGREED OR STRONGLY AGREED THE PRESENTATION MOTIVATED THEM TO TAKE ACTION

**96%** OF PARTICIPANTS AGREED OR STRONGLY AGREED THE PRESENTATION WAS EASY TO UNDERSTAND

## Annual presentation update

Each year, the AFP updates the ThinkUKnow presentation package to include issues and trends observed by the AFP Child Protection Assessment Centre and state and territory police. This ensures the program provides contemporary information to support parents, carers, teachers and young people to address issues they may be facing online.

### New presentation for Kindergarten – Grade 2

In response to the trend of the AFP receiving reports of online child exploitation involving younger victims, in 2017–18 we launched our newest presentation for Kindergarten (Prep/Foundation) to Grade 2. This presentation is designed to introduce basic online safety concepts, completing the ThinkUKnow student package.

# Our Volunteers

Our volunteers and presenters are the heart of the ThinkUKnow program, ensuring online safety messages reach as many Australians as possible.

This year, we focused on ongoing training and skill development to further support them.

Launched on Safer Internet Day, our 2018 training rollout included metropolitan and regional locations such as:

New South Wales – **Sydney**

Northern Territory – **Darwin and Groote Eylandt**

Queensland – **Brisbane, Rockhampton and Cairns**

South Australia – **Adelaide and Port Augusta**

Victoria – **Melbourne and Ballarat**

Western Australia – **Perth, Kalgoorlie and Karratha**

**DURING 2017-18**  
**THE AFP TRAINED**

 **855**

**INDUSTRY AND**  
**LAW ENFORCEMENT**  
**ADULT AND YOUTH**  
**PRESENTERS**

This includes face-to-face and digital training sessions.

Pre-recorded training videos were produced and made available as another training resource for presenters unable to attend sessions in their area.

 **878**

**ADULT VOLUNTEERS**  
**NATIONALLY**

## ThinkUKnow Volunteer of the Year Awards

ThinkUKnow recognises volunteers and presenters for outstanding service through the annual ThinkUKnow Volunteer of the Year Awards.

The awards recognise six of Australia's most dedicated volunteers in the national ThinkUKnow cyber safety and crime prevention program and are announced on December 5 as part of International Volunteer Day.

### ThinkUKnow Volunteer of the Year:

- **Nicolas Bartsch** - AFP
- **Graeme Ellice** - Bankwest
- **Stephen Goddard** - Commonwealth Bank
- **Kal Thompson** - Datacom
- **Grant Clayton** - Microsoft
- **Graham Higgerson** - Neighbourhood Watch

### Commendations:

- **Paula Dunn** - Australian Federal Police
- **Federal Agent Claire Arnold** - AFP
- **Protective Service Sergeant Shane Allred** - AFP
- **Daniel Muchow** - Commonwealth Bank
- **Peter Stein** - Datacom
- **David Colville** - Independent volunteer

### ThinkUKnow Youth Partner of the Year:

- **South Australia Police**

YOUTH PRESENTATIONS

ADULT PRESENTATIONS

THE AFP AND STATE AND TERRITORY POLICE DELIVERED

LAW ENFORCEMENT AND INDUSTRY VOLUNTEERS DELIVERED



2,711



485

PRESENTATIONS TO

PRESENTATIONS TO



196,881



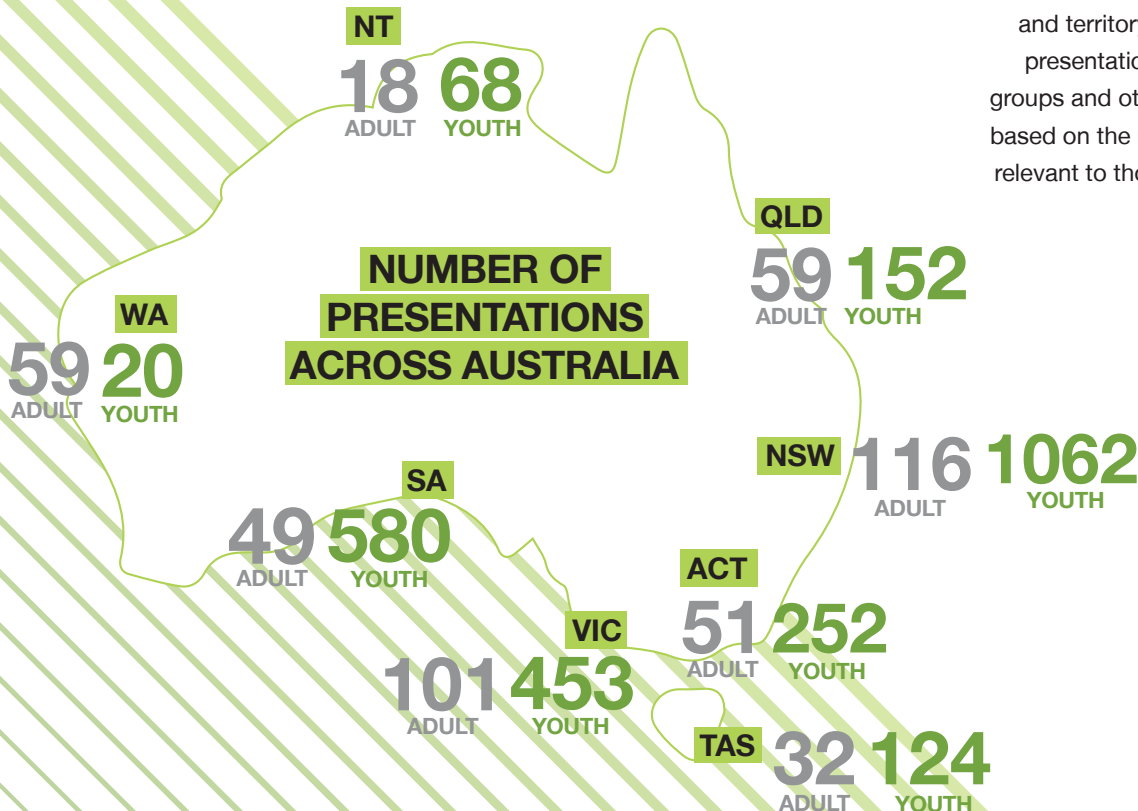
17,144

STUDENTS

PARENTS, CARERS AND TEACHERS

Additionally, the AFP and state and territory police delivered presentations to community groups and other organisations based on the needs and issues relevant to those communities.

NUMBER OF PRESENTATIONS ACROSS AUSTRALIA



# Our Reach

# Engaging with our Community

## Social media

During this reporting period we provided a more active and responsive presence on social media, including case studies from the AFP Child Protection Assessment Centre and updates on trending apps and games.

During this reporting period we participated in several social media campaigns such as:

- Safer Internet Day
- Stay Smart Online Week
- White Balloon Day
- National Child Protection Week
- National Volunteer Week

 **6,740**

**FACEBOOK PAGE LIKES**

 **1,331**

**TWITTER FOLLOWERS**

## Education

We know how important it is to support our teachers in educating our young people. This year, we produced a new ThinkUKnow classroom pack including new posters, brochures and stickers.

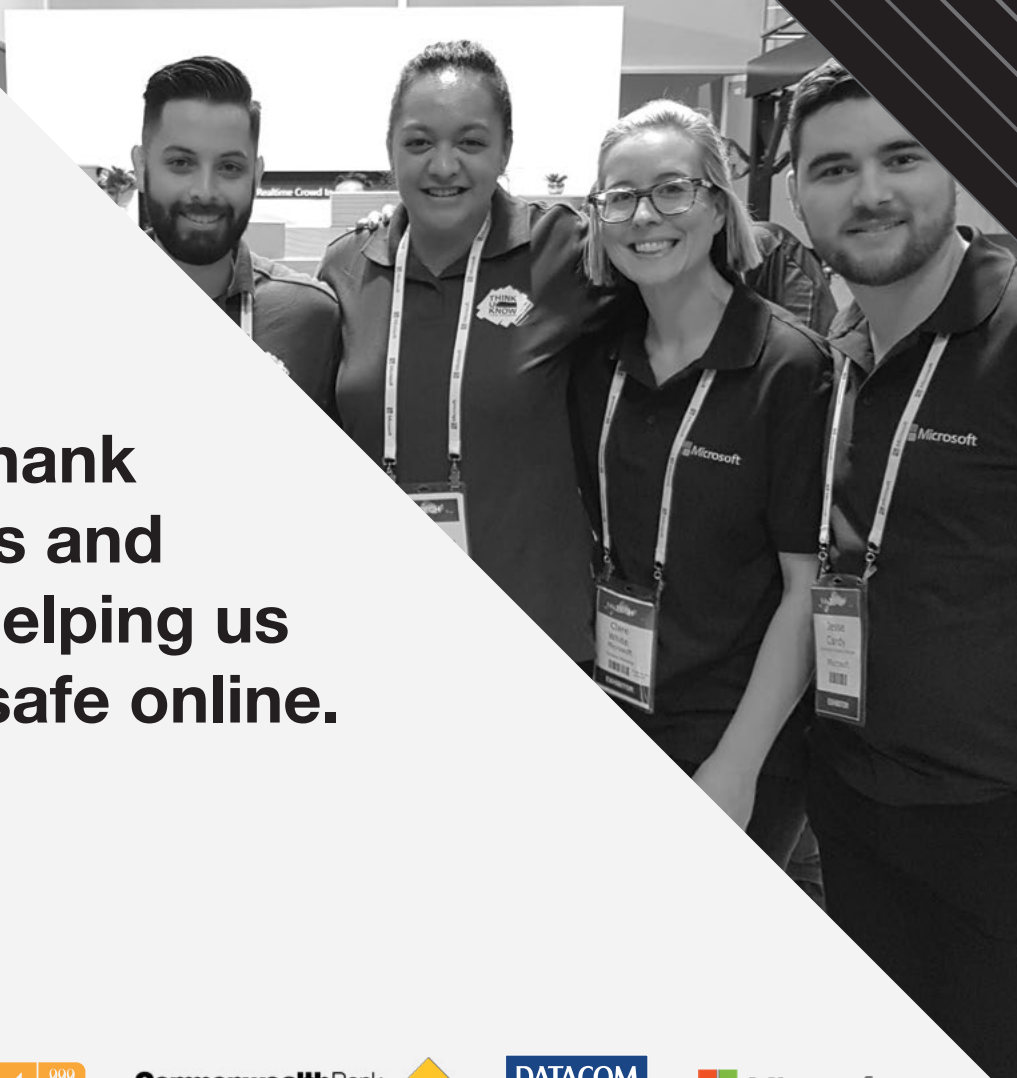
We also attended EduTECH and Future Schools to talk to teachers about online safety.

## Empowering Regional Australia

In April and May the AFP in conjunction with the Commonwealth Bank also undertook an education roadshow, delivering cyber safety and security messages to regional NSW and Victoria.

Sessions were held at various locations include Griffith, Wagga, Mildura and Moama, Shepparton and Albury, reaching a total of 200 parents and carers.





**We'd like to thank  
our volunteers and  
partners for helping us  
to keep kids safe online.  
Thank you!**



- ▶ [THINKUKNOW.ORG.AU](https://thinkuknow.org.au)
- f [THINKUKNOWAUSTRALIA](https://www.facebook.com/thinkuknowaustralia)
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