

**THINK
U
KNOW**

ThinkUKnow Corporate Report

2014–15





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Information about ThinkUKnow can be found on the ThinkUKnow website, www.thinkuknow.org.au, where an electronic version of this report can also be found.

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Commissioner's foreword



We all have a role to play in ensuring the safety and security of Australians and young people online. With the vast majority of Australians using the internet daily, the need for cyber safety education has never been more necessary.

Recognising this need, the successful ThinkUKnow program developed in the United Kingdom by the Child Exploitation and Online Protection Centre, was introduced in Australia in 2009. Coordinated by the Australian Federal Police in collaboration with industry and law enforcement partners, our dedicated volunteers have delivered cyber safety education to almost 34 000 parents, teachers and carers so that they can in turn help to keep children and young people safer online. In 2014–15 alone, we delivered face-to-face and digital presentations to 213 different schools, community groups and organisations across Australia, from Tennant Creek to Hobart, Perth to Goulburn.

The real heart of the ThinkUKnow program lies with our industry partners and volunteers. For many years Datacom and Microsoft Australia have not only provided us an enormous amount of behind-the-scenes technical, logistical and financial support, but also highly motivated and skilled volunteer presenters. Likewise, State and Territory police members from New South Wales, Queensland, South Australia, Western Australia, Tasmania, the Northern Territory and the Australian Capital Territory have taken part in educating their communities by delivering presentations.

This year we also welcomed the Commonwealth Bank and the NSW Police Force as ThinkUKnow program partners. The Commonwealth Bank's support and broad geographic reach means that moving forward, presentations can be delivered in even more communities around the country, including regional Australia. Similarly, the introduction of the NSW Police Force into

the program will further help us towards our goal of creating a safer online environment for all Australians.

This report is a snapshot of the activities we were involved in and the ways in which we engaged with the community in the 2014-15 financial year. It also highlights the work of our most valuable assets—our volunteers. We look forward to building on these successes in the future.



Andrew Colvin APM OAM
Commissioner
Australian Federal Police



Empowering every Australian to be safe, respectful and resilient online.

2014-15 performance



213
presentations

6588
adults

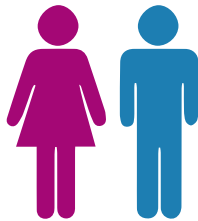


students

190 000

2069
presentations

567



trained
accredited
volunteers



168
presentations

73 000
participants



97%

participants agreed presentations motivated them to take action



5000+



1200+



500+



1500+

Program overview

Our program

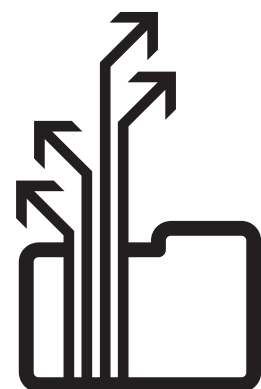
ThinkUKnow Australia is a partnership between the Australian Federal Police (AFP), Microsoft Australia, Datacom and the Commonwealth Bank, delivered in conjunction with Neighbourhood Watch Australasia and State and Territory police. ThinkUKnow was originally developed in the United Kingdom by the Child Exploitation and Online Protection (CEOP) Centre in 2006 and piloted in Australia in 2009, before being introduced nationally.

ThinkUKnow aims to empower every Australian to be safe, respectful and resilient online. ThinkUKnow is a free, evidence-based cyber safety program that provides educational presentations to Australian parents, teachers and carers. ThinkUKnow educates adults about the technologies young people use, the challenges they may face and how to overcome these challenges. Sessions are usually delivered in conjunction with the AFP's school engagement program sessions. This ensures a holistic approach where messages received by children at school are reinforced by parents and carers in the home.

We are pro-technology, without commercial aspect or bias, and believe that raising awareness of how technology can be used safely and ethically helps us create a better, and safer, community.

The volunteer nature of the program sets ThinkUKnow apart from other cyber safety programs. Using accredited volunteers from program partners provides the program with a large network of presenters with varying technical and law enforcement backgrounds. This also removes the financial burden on organisations wishing to host an education session.

The ThinkUKnow Australia program is supported by its website, www.thinkuknow.org.au, Facebook page, Twitter account, YouTube channel and an e-Newsletter providing comprehensive information and a variety of resources on cyber safety for children, young people, parents, carers and teachers.



Our environment

The role technology plays in our lives is ever-changing, increasing, and for many of us, essential. The digital age has changed how we communicate, relax, learn, and conduct business as a result of advances in technology and increased accessibility to the internet. These advances have enriched our lives, but also present challenges which the ThinkUKnow program needs to consider in order to continue to empower community members to protect themselves and their families online.

Notable legislative changes and Australian Government initiatives in the past 12 months have enhanced the safety of the community and the role of law enforcement in the online environment. This includes the introduction of the *Enhancing Online Safety Act 2014* and the Australian Cybercrime Online Reporting Network (ACORN), a national reporting facility for cybercrime. More recently, on 1 July, the Office of the Children's eSafety Commissioner was also officially established to lead the national approach to online safety for children.

Australians have greater access to the internet than ever before with free Wi-Fi now widely available in public areas and through the rollout of the National Broadband Network. Children and young people are making the most of this increased accessibility, with research by Telstra showing that children between 3 and 17 spend approximately 2.9 hours on weekdays, and 3.7 hours on weekends, using smartphones—an average of 21.8 hours per week. Seventy-three per cent of these young people also claim to use their smartphone in their bedroom, creating new barriers to parental supervision.

Children and young people are not just engaging with technology at home but also at school. In a recent survey of school libraries, the number of schools encouraging Bring Your Own Device (BYOD) increased from 14 per cent in 2013 to 24 per cent in 2014.

In terms of what children and young people are doing online, gaming is incredibly popular. A report by the Interactive Games and Entertainment Association revealed a staggering 91 per cent of children between the ages of 5 and 14 regularly play electronic games. Social media use is also incredibly widespread, with Facebook and YouTube each having 14 million registered users in Australia.

The way children and young people interact with one another is also changing as a result of increased technology use and while much of this is positive, cyberbullying is a subsequent implication. A recent study by the Social Policy Research Centre found between 6 and 40 per cent of young people have experienced

Children aged between 3 and 17 spend an average of 21.8 hours per week using smartphones



cyberbullying, with 20 per cent exposed to it within the past year. In recent months, new reporting mechanisms for instances of cyberbullying involving children have been introduced by the Office of the Children's eSafety Commissioner.

Alarming, technology is said to be changing how young people view intimate relationships. A study by Australian Government youth initiative *The Line* argues social media has somewhat eroded good relationship norms by making behaviours which were previously unacceptable in the 'real world' easier for young people to do online. This study also found that young people are referring to sources outside of their parents and teachers for advice on relationships, including pornography, which can negatively impact their attitudes towards violence and gender stereotypes.

Children and young peoples' exposure to inappropriate content and contact from others is another challenge of the digital age, and will be a continued focus for ThinkUKnow.

20% of young people have been exposed to cyberbullying within the past year



**ASSISTANT COMMISSIONER SHANE CONNELLY,
NATIONAL MANAGER CRIME OPERATIONS,
AUSTRALIAN FEDERAL POLICE**

"ThinkUKnow is the AFP's flagship crime prevention program and is delivered in partnership between law enforcement and industry. Bridging the gap between parents, carers and teachers, and children, is vital to ensure the cyber safety of all Australians."

Our partners and people

Australian Federal Police



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

Through its Outreach and Prevention function, and more specifically, the Cyber and Child Safety team, the AFP has responsibility for developing and implementing effective and contemporary cybercrime prevention strategies, focusing heavily on cyber safety education and outreach initiatives.

State and Territory policing partners

The ThinkUKnow program is delivered in collaboration with policing partners ACT Policing, the NSW Police Force, Northern Territory Police, Queensland Police Service, South Australia Police, Tasmania Police, Western Australia Police and with support from Neighbourhood Watch Australasia.



Digital delivery partners

A special thank you to our digital delivery partners, the NSW Department of Education and Communities; and Queensland Department of Education and Training.



COMMANDER GLEN MCEWEN, MANAGER VICTIM BASED CRIME, AUSTRALIAN FEDERAL POLICE

“Prevention is one of the key pillars of policing. The ThinkUKnow program is an integral part of the AFP’s prevention efforts, working towards a resilient online community aware of the risks associated with online grooming, privacy, ID fraud and the like.”

Our industry partners

Datacom

Datacom is one of Australasia's largest professional Information Technology (IT) services 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 in the administration and logistics of the ThinkUKnow program, operating a call centre through which bookings are made, assisting with educational resource distribution, and providing volunteers for presentations.



Microsoft Australia

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

Microsoft not only supports the ThinkUKnow program financially, it also supplies technical expertise in developing program content and materials, in addition to providing volunteers for presentations.



Commonwealth Bank

The Commonwealth Bank is Australia's leading provider of integrated financial services, including retail, premium, business and institutional banking, funds management, superannuation, insurance, investment and share-broking products and services. The Bank's vision is to excel at securing and enhancing the financial wellbeing of people, businesses and communities. The Commonwealth Bank is a long-standing supporter of the community and contributes to individuals, schools, communities and organisations through the Staff Community Fund, sponsorship programs, volunteering and community grants.



Our team

Federal Agent James Braithwaite and Brooke Jones, Australian Federal Police

For four years Federal Agent James Braithwaite was Team Leader of the AFP Cybercrime Prevention team, responsible for the coordination, management and delivery of the ThinkUKnow program in collaboration with industry partners. In June 2015 James handed over the reins to Brooke Jones, who is focused on providing the best possible training, education and awareness activities for the program to ensure a whole-of-community approach to cyber safety.

The new Cyber and Child Safety team works closely with AFP Child Protection Operations and Cybercrime Operations to ensure issues raised in their investigations are incorporated into ThinkUKnow crime prevention messaging. Both Brooke and James believe there is no quick fix to ensure cyber safety, with the best approach being a combination of online and offline strategies. Security and privacy settings should be coupled with education and the skills to empower young people to make good decisions and navigate risks.



Melanie Withers, Datacom

Melanie, Datacom's Internal Communication Manager, has been involved with ThinkUKnow since 2012. In her role Melanie is responsible for recruiting new Datacom volunteers, being an advocate for the initiative internally and externally, and working with ThinkUKnow partner organisations to deliver a high-quality program to the community. She also works closely with Datacom's booking team, managing the logistics associated with the delivery of ThinkUKnow presentations.

Melanie has a passion for cyber safety education and believes parents should be engaging with their children regularly about the topic. She is particularly proud that Datacom is using its skills and relationships to help educate the community about cyber safety.



Paul De Araujo, Microsoft



Paul was a founding member of the ThinkUKnow team and has been critical in setting the direction of the program and its associated expansion. He is also an active and engaging volunteer presenter. As a representative of Microsoft, Paul brings his passion and expertise in the IT industry to each session that he delivers. He believes the most important step that parents, carers and teachers can take to keep children safe online is to open themselves up to learn about the benefits and challenges of the internet. If they then go home and engage with their children about cyber safety, Paul considers the presentation a success.

Having been involved in the ThinkUKnow program since the beginning, Paul has many treasured moments from sessions he has delivered. These have included delicious snacks provided by grateful participants, lucky door prizes stuck to seats, and enthusiastic parents quizzing him for even more cyber safety information after a presentation.

Daniel Muchow, Commonwealth Bank



Daniel is a part of the Commonwealth Bank's Digital Protection Group (DPG). DPG protects the bank and its customers from theft, losses and risk events, through effective and proactive management of cyber security, privacy and operational risk. Daniel helps to coordinate and execute activities in the bank that raise awareness and promote cyber and digital literacy among its customers and more broadly in the Australian community.

A passionate advocate for technology, Daniel is enthusiastic about opportunities for innovation, services and new products in the digital age. The Commonwealth Bank's partnership with ThinkUKnow presents exciting opportunities, especially for staff to volunteer and give back to schools in their communities. This partnership also complements the bank's longstanding commitment to teaching Australian kids about banking and financial literacy.



The real heart of the ThinkUKnow program lies with our industry partners and volunteers



**GAVIN WATSON,
MICROSOFT**



Gavin joined the ThinkUKnow volunteer team two years ago after he attended a session at his own children's school. Since then he has been involved with more than a dozen ThinkUKnow presentations.

As an employee of Microsoft, he is comfortable providing other parents, carers and teachers with up-to-date technology information. What Gavin gets out of the presentations is a sense of pride in Microsoft and the cyber safety community more generally. One of his favourite moments was when a presentation attendee who worked as a hacker told him that he was expecting to be underwhelmed by the session, but that as a parent he walked out of the room with quite a lot more knowledge thanks to Gavin.

**DAVID COLVILLE,
DATACOM**



David joined the ThinkUKnow program as a volunteer in March 2014. As a parent with a young family, David identified with the need for a program like ThinkUKnow and was inspired to help others by joining the team. Since becoming involved with ThinkUKnow he has delivered eight sessions.

David also enjoys when parents share their personal online anecdotes. For example, at one of his presentations a parent recalled how shocked he was to find a video of his silly dancing had accumulated almost 1000 views on social media!

**FEDERAL AGENT
JAYNE CROSSLING, AFP**



Jayne has been involved with the ThinkUKnow program since its inception in 2009. As part of the team that designed and rolled out the program in Australia, she is a strong supporter of adult cyber safety education. While she no longer works in team, Jayne continues to volunteer her time as a presenter. She enjoys going out to schools around Canberra and hearing the positive feedback often provided after a session.

Jayne has found it interesting to observe the evolution of Audio Visual (AV) technologies in the school environment. She has watched schools move from DIY projectors made from timber frames and white fabric to computers integrated with smart boards and sound. She looks forward to seeing how schools further embrace technology in the future.

**ANU WANI,
COMMONWEALTH
BANK**



Anu works in the Commonwealth Bank's Digital Protection Group and joined the ThinkUKnow program in April 2015. She was both excited and nervous at her first presentation but felt that with her IT knowledge and her co-presenter's law enforcement background, they could handle any questions from attendees.

Anu was thrilled the local mayor came to her presentation and that the attendees were so appreciative of her time. She feels strongly that while there are risks associated with the online world for young people, the risks are far outweighed by the benefits. Anu is looking forward to her next ThinkUKnow presentation.

**GRAHAM HIGGERSON,
NEIGHBOURHOOD
WATCH**



Graham Higgeson has been a ThinkUKnow volunteer for two years. As a proud member of Neighbourhood Watch, he sees cyber safety education as a natural extension of his work in creating safer communities. Having spent many years working as a mentor for young engineers and scientists, Graham now enjoys educating parents, carers and teachers about how young people can stay safe when using technology. Graham also enjoys presenting with law enforcement volunteers and hearing real life examples of what can go wrong when people use the internet in unsafe ways.

Our volunteers

During 2014-15, ThinkUKnow was proudly supported by 567 trained and accredited volunteers from every State and Territory in Australia. These dedicated volunteers come from our industry partners, and from our State and Territory police. Volunteers generously offered up their time and expertise to help parents, carers and teachers understand how young people are using technology, and promote safe and responsible use.

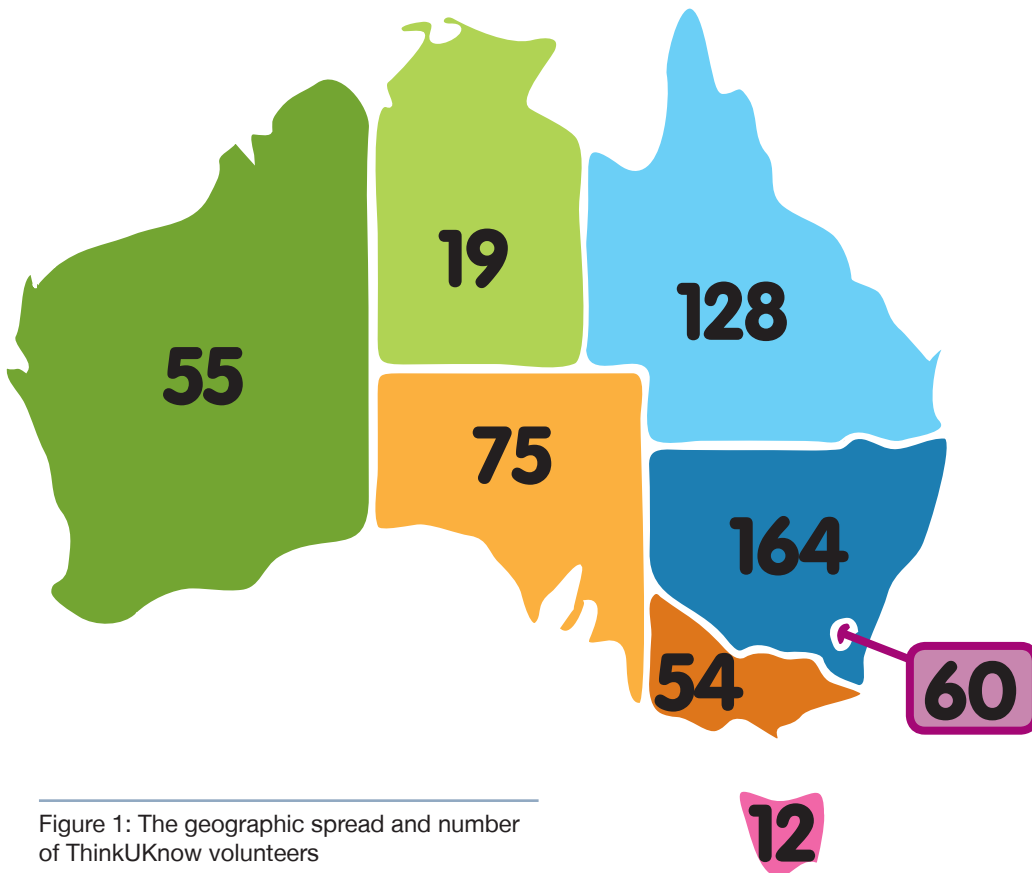


Figure 1: The geographic spread and number of ThinkUKnow volunteers



PIP MARLOW, MANAGING DIRECTOR, MICROSOFT AUSTRALIA

“As a mother of two, I understand the challenges faced by youth today and the need for this program to help teachers, parents and carers to be aware and engaged about online safety. I love seeing the passion and commitment of our volunteers. This program encourages students to enjoy the benefits of technology while remaining safe online, and opens up discussions with trusted adults, that may not have happened otherwise.”

Our performance

Presentations

During the 2014–15 financial year, our volunteers presented to 213 different schools, community groups and organisations across Australia; 6588 parents, carers and teachers attended a ThinkUKnow session during this time.

This means that since we began the ThinkUKnow program in 2009, we have delivered an impressive 1047 presentations (digital and face-to-face) to nearly 34 000 people.

With volunteers in every State and Territory, the ThinkUKnow cyber safety message has been received across Australia, from remote and regional towns to major cities, acting as a cyber safety force multiplier.

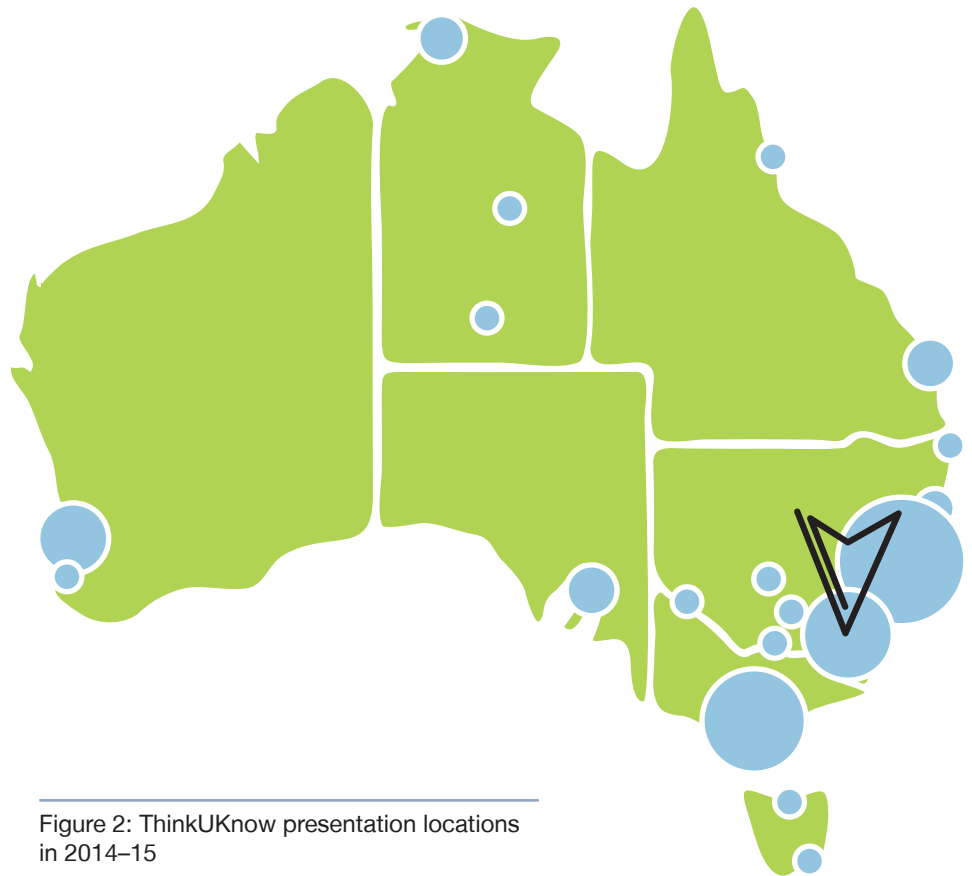


Figure 2: ThinkUKnow presentation locations in 2014–15

Evaluation of our program

To help us determine the effectiveness of ThinkUKnow presentations and how they are being received by parents, carers and teachers, we request evaluation forms be completed from one in every four presentations. This year evaluations showed:

- 97 per cent of participants agreed or strongly agreed information presented to them was relevant.
- 99 per cent of participants agreed or strongly agreed the presentation was easy to understand.
- 97 per cent of participants agreed or strongly agreed the presentation motivated them to take action.





New merchandise

To complement our existing merchandise, this year we developed several new products, including banner pens featuring cyber safety tips, tote bags, and mobile phone bean bags as a fun and engaging way to help parents implement a 'bed time' for mobile devices used in the home.

Recognising the importance of keeping the community informed about emerging technologies, we also updated a range of our publications, including the popular Cyber Safety Guide for parents.

Training and education

Train the Trainer

The ThinkUKnow program aims to have volunteers that understand current technology and trends. Our Train the Trainer style courses are an effective way to achieve this. In February 2015, our Annual Training Day was held at the Microsoft offices in Sydney for key representatives from State and Territory police and industry partners. Upon completing the training, these representatives then conducted training in their jurisdictions or companies for other ThinkUKnow volunteers.

State Police Youth Conferences

This year the AFP's Cyber and Child Safety team conducted training for Youth Case Managers, School Liaison Officers and Youth Liaison Officers from NSW Police Force and Queensland Police Service at their respective prevention conferences. Members were equipped with the skills required to deliver the ThinkUKnow presentation to parents, carers and teachers.

The training was well received, with 85 per cent of attendees describing the content as informative and engaging, and 87 per cent believing it was presented effectively.



Awareness and engagement

Neighbourhood Watch Australasia

This year we attended a number of Neighbourhood Watch Australasia (NHWA) events, including 'Information Days' in Perth, Caloundra and Tweed Heads. Information Days provide an opportunity to promote the ThinkUKnow program, how it works and what it offers at a local community level.



At the NHWA Information Day in Perth in June 2015, a ThinkUKnow presentation was delivered to the NHWA Board and Western Australia Neighbourhood Watch volunteers about general cyber safety, privacy, security, relationships and reputation management. Such events are beneficial for ThinkUKnow to expand the reach of the program to a wider demographic, particularly older Australians.

EduTECH

In June 2015 ThinkUKnow attended the EduTECH expo for the first time. Held annually in Brisbane, EduTECH is the Southern Hemisphere's largest education and technology expo. With more than 6000 educators from across Australia and internationally attending the event, EduTECH provided the ThinkUKnow program with significant exposure to a targeted audience.

The ThinkUKnow team was able to discuss cyber safety education with attendees and help them book presentations. Attendance at the expo had a direct return on investment in respect to the number of booking requests, as well as resulting in several in-kind promotional opportunities.



Top: Margaret Pearson (NHWA), Brooke Jones (AFP) and Emma Whalan (AFP) at the Neighbourhood Watch Australasia Information Day in Perth, June 2015.

Bottom: Noelle Harper from the AFP's Cyber and Child Safety team at the EduTECH Conference in Brisbane, June 2015.

ThinkUKnow Commonwealth Bank partnership launch



One of the highlights of 2015 was Commonwealth Bank becoming a ThinkUKnow program partner. Generous support from the Commonwealth Bank means more parents, teachers and carers across Australia can access our free cyber safety sessions.

Along with financial support, the Commonwealth Bank is supporting the ThinkUKnow program by training its staff to become volunteer presenters. With more than 1100 Commonwealth Bank branches across the country, it is envisaged that volunteers will be able to provide many more Australians with cyber safety education, including those in remote and regional areas.

The partnership between the AFP and the Commonwealth Bank was formally launched at Malabar Public School in Sydney in February 2015, with guests including Commonwealth Bank Chief Information Officer David Whitening, Minister for Justice Michael Keenan, and (then) AFP Deputy Commissioner Graham Ashton. At the event, Mr Whitening explained how cyber safety awareness and cyber literacy education was a natural extension of the role the Commonwealth Bank has had in providing school banking and financial literacy programs for several years, particularly as banking has moved online.

A number of online technology news websites such as the Australian Security Magazine, ZDnet and iTNews ran stories about the partnership launch. In addition, AFP and Commonwealth Bank social media posts reached a combined total of more than 853 000 Facebook followers.



**BEN HEYES, CHIEF INFORMATION SECURITY AND TRUST OFFICER,
COMMONWEALTH BANK**

“I’m a true supporter of the ThinkUKnow program—by helping children and their parents become more aware of digital technologies, both the opportunities and the risks they represent, we give them a stronger foundation to a rewarding and positive digital life.”

Top: Commonwealth Bank CIO David Whiteing and (then) AFP Deputy Commissioner Graham Ashton launch the ThinkUKnow partnership at Sydney’s Malabar Public School.

in Share

Commonwealth Bank and AFP join forces to keep kids safe online

By ASM on Feb 16, 2015 in Cyber Resilience

A new partnership between the Australian Federal Police and Commonwealth Bank will tackle the growing issues of cyberbullying and online exploitation of children, boosting the reach and education efforts of the ThinkUKnow cyber safety program.

Since June 2014, 20 per cent of children/teenagers aged between 8 and 17—or 463,000—have been victims of cyberbullying. There has also been a 54 per cent increase in reports of child exploitation related matters received by the AFP.

The ThinkUKnow program helps keep Australian children safe by raising awareness of the risks and opportunities presented by technology. Under the program, internet safety sessions are delivered

Australian Federal Police added 2 new photos.
13 February at 13:08 · Edited ·

If you're a parent, carer or teacher, this should make you stop and think: Since June 2014, 20% of children/teenagers aged between 8 and 17 have been victims of cyberbullying. There has also been a 54% increase in reports of child exploitation related matters received by the AFP.

So, ThinkUKnow?

The ThinkUKnow program helps keep Australian children safe by raising awareness of the risks and opportunities presented by technology.

The Commonwealth Bank has just joined the AFP's ThinkUKnow Program to help promote it and to provide volunteers to deliver cyber safety sessions across Australia.

#AusFedPolice #cybersafety #newkidontheblock




Like · Comment · Share

993 people like this. 368 shares

Commonwealth Bank
February 17 ·

We're proud to support ThinkUKnow, a cyber safety program by the Australian Federal Police.



Educating kids about online security

The ThinkUKnow program is keeping our kids safe and changing their digital experience.

COMMBANK.COM.AU | BY BEN HEYES

Like · Comment · Share

Harry Hayman, Aliya Anjum and 1,208 others like this.

143 shares

ThinkUKnow NSW Police Force partnership launch

The NSW Police Force officially joined the ThinkUKnow program during the 2014–15 financial year. At the May 2015 launch, AFP acting National Manager High Tech Crime Operations David McLean welcomed the NSW Police Force, announcing its commitment to work collaboratively at a grass roots level to provide parents, carers and teachers with the information and tools to create a safer online community for children and young people. More than 56 NSW Police Force members have signed up to be part of the program, with 4000 parents, carers and teachers across the State already benefiting from their knowledge and expertise.

The launch was also attended by Minister for Justice Michael Keenan, the NSW Police Minister (and Deputy Premier) Troy Grant and NSW Police Assistant Commissioner Mark Jenkins. The launch received positive media in mainstream press, and featured in news networks.



Principals Forums

In 2014–15, the NSW Police Force hosted a number of Principals Forums at Local Area Commands. These forums were an opportunity for principals to discuss concerns with police and be informed of emerging trends. The AFP Cyber and Child Safety team attended some of these forums to provide an overview of young people's use of technology and the educational resources we provide.



JONATHAN LADD, DATACOM GROUP CEO

“ThinkUKnow is a very important program for us. As a technology company we are acutely aware of the importance of cyber safety and the benefits of parents talking to their children and teenagers about how they can stay safe online. Furthermore, learning through technology should always be a positive experience and we are delighted to help a program that helps ensure this is the case.”

Top: NSW Police Assistant Commissioner Mark Jenkins and AFP acting National Manager High Tech Crime Operations David McLean officially announce the NSW Police Force joining ThinkUKnow.

Online engagement

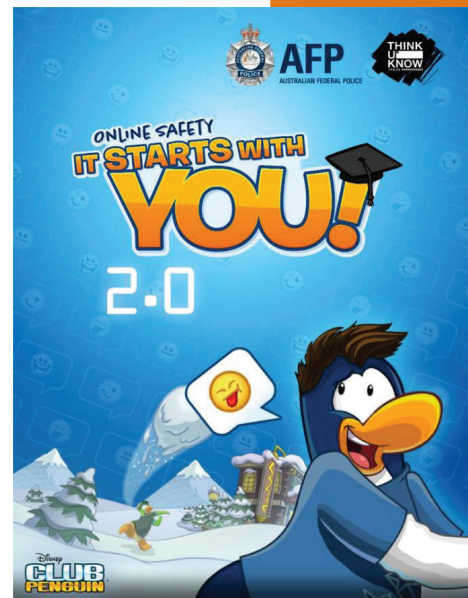
The ThinkUKnow program has an active social media presence. Facebook, Twitter and YouTube are currently used to communicate with volunteers, partners and the general public. As of 30 June 2015, ThinkUKnow had more than 1200 Facebook likes, more than 500 Twitter followers and 1.6 million views on YouTube. Our video Megan's Story, which shows a teenager's experience with sexting and cyberbullying, remains our most popular YouTube video having reached more than 850 000 people.

During the 2014–15 financial year we endeavoured to increase our social media engagement by posting more engaging content more frequently. Moving forward into 2015–16, we will leverage social media to engage more followers, communicate important cyber safety messages more efficiently and highlight the valuable contribution of our program partners.

The ThinkUKnow website, www.thinkuknow.org.au, which provides information, resources and activities to support our presentations, had 61 240 visitors to the site during the 2014-15 financial year. The ThinkUKnow e-newsletter has also proven to be a fantastic way for parents, carers, teachers and volunteers to stay up-to-date with technology and trends, with almost 5000 subscribers.

Most popular Facebook post:

"Who could be better than Disney to help make cyber safety fun and interactive for kids?? They've just launched a new digital cyber safety course for primary schools students from Years 1-6, developed in partnership with the AFP. Online Safety, It Starts with You! is available now to download for FREE from iTunes U at <http://apple.co/1iilKzf>"



 @ThinkUKnow_Aus

 facebook.com/ThinkUKnowAustralia

 youtube.com/thinkuknowau

Supporting AFP programs

Schools Cyber Safety program

The AFP Schools Cyber Safety program educates students from Years 5 to 12 about safe and responsible use of technology. The program delivers cyber safety educational presentations in schools through ACT Policing, the NSW Police Force, Northern Territory Police, South Australia Police, Tasmania Police and Western Australia Police. In 2014–15, 2069 presentations were delivered to 190 000 students.



As the longest-serving member of the AFP's ThinkUKnow project team, Melissa Sevil has been a passionate advocate of ThinkUKnow since the program's inception in 2009. She has developed and delivered countless presentations in support of all AFP cyber safety programs.



Above: Melissa Sevil from the AFP Cyber and Child Safety team conducting a cyber safety presentation for school students in Sydney.

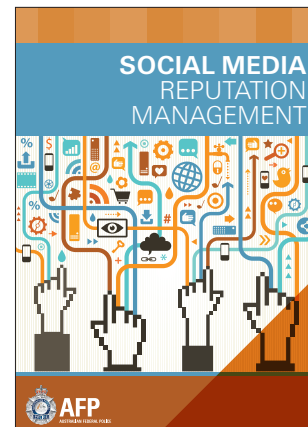
Social Media and Reputation Management

In 2010 the AFP developed a Social Media and Reputation Management program for elite athletes. The program helps them understand how their use of social media can impact on their reputation, and how they can play a role in influencing the behaviour of others. Key themes of the program include privacy, relationship and reputation management in relation to digital technologies. It is supported by a range of resources available through the ThinkUKnow program.

The program was initially developed for the National Rugby League, and has since been expanded to deliver presentations to the Australian Institute of Sport (visiting teams), the Australian Football League, Swimming Australia, Cricket Australia, Football Federation Australia, Australian Women's Netball and various squads and academies of sport. It is envisaged that not only will these athletes better manage their own use of technology, but they become positive role models for young people and cyber safety ambassadors.

In addition to athletes, the program has also been delivered to law enforcement recruits, defence personnel, government agencies and other organisations with a desire to better educate their employees on their use of technology, and by doing so, protecting their organisation's brand. Since 2010 the presentations have been delivered 225 times to more than 10 296 people.

During the 2014–15 financial year, the AFP was also asked to present the Social Media and Reputation Management program to the Dubai Police, Emirates Airline and Qatar Air in Abu Dhabi.



MARINA SIMONCINI, COORDINATOR OUTREACH AND PREVENTION, AUSTRALIAN FEDERAL POLICE

“The success of ThinkUKnow comes down to a range of factors, but most of all, the partnership between the AFP, Microsoft, Datacom and the Commonwealth Bank. We all bring different backgrounds, expertise in law enforcement, technology and community engagement to the ThinkUKnow table.”

Cyber Safety Pasifika

As a nation of the Pacific region, the AFP has a responsibility to assist its neighbours to use technology safely and responsibly. In 2011, the Pacific Islands Chiefs of Police approached the AFP for assistance in developing a regional cyber safety initiative. This has been realised in the Cyber Safety Pasifika program which trains police across the Pacific to develop, deliver and evaluate local cyber safety programs.



Since its inception, Cyber Safety Pasifika has delivered 168 presentations to 73 000 young people, parents and community members. The program has been launched in Niue, Cook Islands, Samoa, Tonga, Federated States of Micronesia, Nauru, Guam, Papua New Guinea, Vanuatu, Solomon Islands, Republic of Marshall Islands, Commonwealth of Northern Mariana Islands, Palau and Tuvalu.



73 000
participants

Above: Northern Mariana Islands Department of Public Safety Officer Jeff Bahillo after delivering a presentation to students in Saipan.





www.thinkuknow.org.au