



**THINK  
UP  
KNOW**  
.org.au

# **CORPORATE REPORT**

**2016**

**2017**

# OUR PROGRAM

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

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

Trained volunteers from ThinkUKnow industry partners and law enforcement educate 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 in schools across Australia in segmented presentations for grades three to 12 to give young people the right tools and information to stay safe online.

## OUR VOLUNTEERS

# 622

**VOLUNTEERS  
NATIONALLY**



## NEW PARTNERSHIPS

In February 2016, ThinkUKnow welcomed Victoria Police to the program, finalising ThinkUKnow's national roll-out across Australia.



**THINKUKNOW IS NOW THE FIRST AND ONLY NATIONAL  
LAW ENFORCEMENT-LED CRIME PREVENTION PROGRAM.**



W A L G A

In August 2016, members from the Western Australia Local Government Association (WALGA) were also trained to give ThinkUKnow presentations to parents, carers, teachers and young people, to support reach into regional communities across the state.

# 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.

# 93

PERCENT 

of participants agreed or strongly agreed

**INFORMATION PRESENTED  
TO THEM WAS RELEVANT**

# 95

PERCENT 

of participants agreed or strongly agreed

**THE PRESENTATION WAS  
EASY TO UNDERSTAND**

# 96

PERCENT 

of participants agreed or strongly agreed

**THE PRESENTATION  
MOTIVATED THEM TO  
TAKE ACTION**

THE THINKUKNOW BOOKING CENTRE RECEIVED

616

PRESENTATION BOOKINGS FOR

22,493

PARENTS, CARERS & TEACHERS ACROSS AUSTRALIA



108 PERCENT INCREASE IN PARENTS, CARERS AND TEACHERS

THE AFP AND STATE AND TERRITORY POLICE DELIVERED

1,731

PRESENTATIONS TO

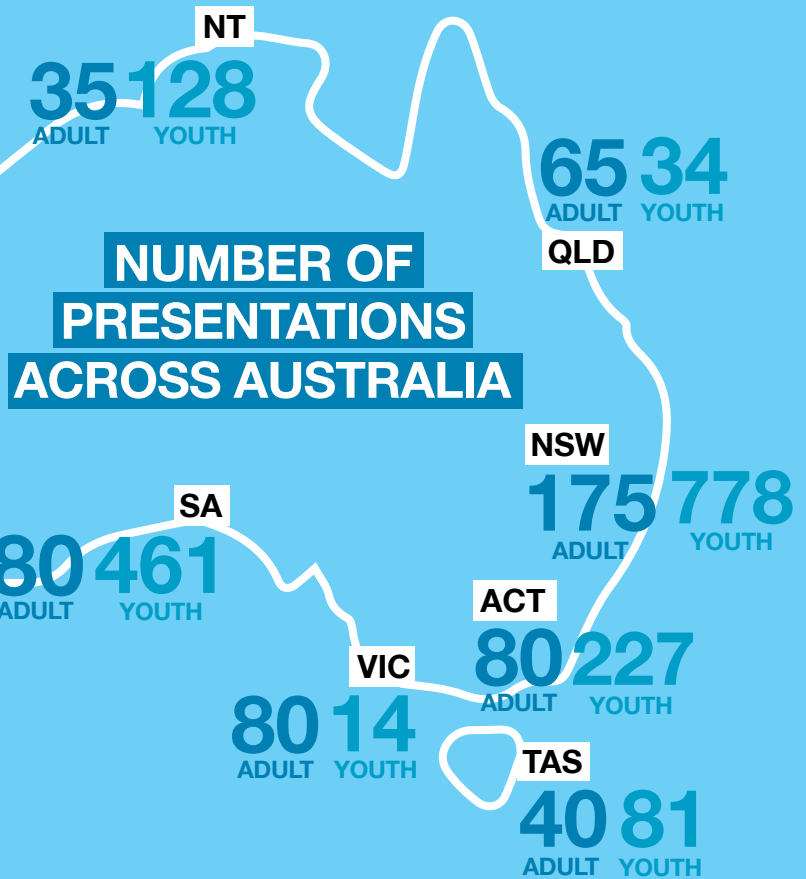
127,449

STUDENTS ACROSS AUSTRALIA



18 PERCENT INCREASE IN PRESENTATIONS

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.



OUR

PERFORMANCE

# WHERE WE'VE

# BEEN

OUR VOLUNTEERS AND PRESENTERS ARE THE HEART OF THE THINKUKNOW PROGRAM. THIS YEAR, WE FOCUSED ON ONGOING TRAINING AND SKILL DEVELOPMENT TO FURTHER SUPPORT THEM.

## GOING REGIONAL

We are working hard to reach more regional areas and train law enforcement and industry partners across Australia.

We visited **Bunbury, Alice Springs, Goulburn** and **Dubbo** and held **digital training sessions** for volunteers in **Bowen, Riverton** and **Mildura**.

A big thank you to our Commonwealth Bank volunteers in these regions who are committed to keeping kids safe online.

## WHERE WE BROUGHT OUR SUPER SESSIONS

IN FACT, WE VISITED HOBART, ALICE SPRINGS, PERTH AND DARWIN TWICE THIS YEAR!

## SUPER SESSIONS

As part of this year's training roll-out we brought together public speaking experts and child safety advocates at new Super Sessions to give our presenters a range of information and skills to support them.

We heard from:



BRUCE AND DENISE MORCOMBE FROM THE DANIEL MORCOMBE FOUNDATION

SONYA RYAN FROM THE CARLY RYAN FOUNDATION

NATIONAL RUGBY LEAGUE REPRESENTATIVES

AFP CHILD PROTECTION OFFICERS.

WE'D LIKE TO THANK OUR VOLUNTEERS AND PARTNERS FOR HELPING US KEEP KIDS SAFE ONLINE.

# THANK YOU!

## SOCIAL MEDIA

**DURING THIS REPORTING PERIOD WE PROVIDED A MORE ACTIVE AND RESPONSIVE PRESENCE ON SOCIAL MEDIA.**

This was achieved through several social media crime prevention campaigns, including:

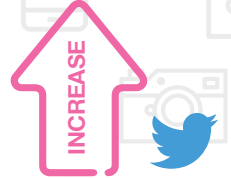
- › Stay Smart Online Week
- › White Balloon Day
- › Carly Ryan 10 Year Anniversary
- › National Child Protection Week
- › National Troll Day

**193**  
**PERCENT**



**FACEBOOK PAGE LIKES**

**43**  
**PERCENT**



**TWITTER FOLLOWERS**

## CARLY RYAN 10 YEAR ANNIVERSARY

#forCarly

February 2017 marked 10 years since 15-year-old Carly Ryan became the first person in Australia to be murdered by an online predator. To acknowledge her legacy and our determination to ensure what happened to Carly happens to no other child, ThinkUKnow supported a memorial quilt unveiling at Parliament House, and led an online safety campaign #forCarly in collaboration with the Carly Ryan Foundation.

## EDUCATION

We know how important it is to support our teachers in educating our young people. We went to several events to talk to teachers about how young people use technology and share information on our presentations and resources. What better way than for teachers to reinforce the ThinkUKnow message in the classroom?!

We went to **Canberra Education Google Summit, Legal Education Teachers Association of South Australia Conference, Australian School Library Association Conference, Western Australia Principals Conference, eSmart Week, Future Schools, EduTECH.**

We also presented to education students at the **University of Canberra.**



## TWEED TO TERRITORY TOUR

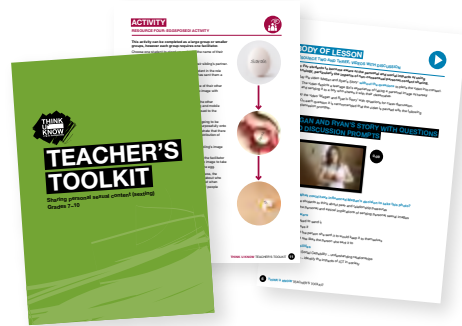
In support of the Daniel Morcombe Foundation we went on a tour from the Tweed to Territory for the first time! With the AFP's National Missing Persons Coordination Centre we spoke to more than 4,000 school students, parents, carers and teachers about protective behaviours and staying safe online.

**ENGAGING  
WITH OUR  
COMMUNITY**

# WHAT'S NEW

## TEACHER'S TOOLKIT

We developed our first toolkit to assist teachers in bringing ThinkUKnow cyber safety messages directly to the classroom. The toolkit focuses on sharing personal content (also known as 'sexting') and includes a classroom activity, classroom discussion guide, video, and information on why and how young people engage in this behaviour. We piloted the toolkit with teachers from Tasmania in collaboration with the Education Department of South Australia and Family Life Victoria. It is now available to download from our website [thinkuknow.org.au](http://thinkuknow.org.au).



## NEW RESOURCES

We've developed new resources to help parents, carers and teachers navigate through how and why young people use technology. We've now got new dedicated guides on cyber safety, cyber security and social media reputation management, as well as new fact sheets on the apps young people use.



## WEBSITE

We upgraded to a new website, which includes dedicated areas for parents and teachers to access our resources. Importantly, it also includes more information on how to get help. There's a place to directly report online child exploitation.



[THINKUKNOW.ORG.AU](http://THINKUKNOW.ORG.AU)

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