

Corporate Report

2018-2019

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 child safety program that provides presentations to parents, carers and teachers, and young people.



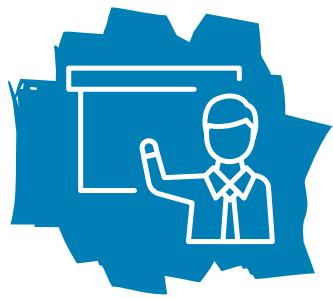
Volunteers from ThinkUKnow industry partners and law enforcement deliver educational sessions to parents, carers and teachers on why and how young people use technology, the challenges they may face, and importantly, how to get help.

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.

Annual presentation update

Each year, the AFP updates the ThinkUKnow presentation package to include issues and trends observed by the Australian Centre to Counter Child Exploitation (ACCCE) Child Protection Triage Unit. This ensures the program provides contemporary information to support parents, carers, teachers and young people to address issues they may be facing online.

Our reach



Law enforcement and industry volunteers delivered

 **732** presentations to approximately

 **16,185** parents, carers and teachers across Australia. This is a **51% increase** in parent, carers and teacher presentations from 2017–2018.

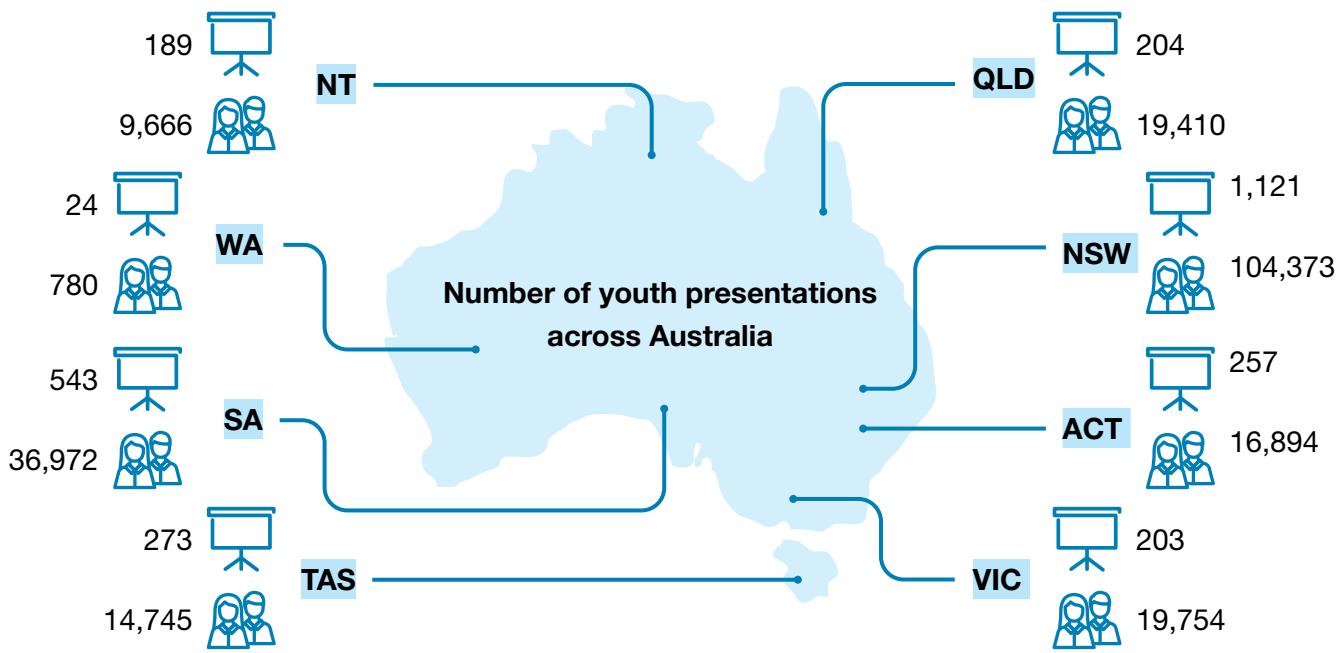
 **96%** of parents, carers and teachers **agreed or strongly agreed** the presentation **motivated them to take action**.

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

The AFP and State and Territory police delivered

 **2,814** presentations to approximately

 **222,594** students across Australia. This is a **4% increase** in youth presentations from 2017–2018.



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.

Engaging with our community



Social media

During this reporting period we provided an ongoing and responsive presence on social media, including case studies from the ACCCE Child Protection Triage Unit and updates on trending apps and games.

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

- Stay Smart Online Week
- White Balloon Day
- National Child Protection Week
- National Volunteer Week
- Blue Light Victoria and ThinkUKnow holiday awareness campaign
- Privacy Awareness Week
- Do it for Dolly Day
- Daniel Morcombe Foundation – Together We Can



9,103

Facebook page 'likes'



1,550

Twitter 'followers'

Education

We know how important it is to support our teachers in educating our young people.

The ThinkUKnow team attended the National Education Summit, Future Schools and EduTECH to talk to teachers about online safety and how young people use technology and share information.

The ThinkUKnow team also attended various principal forums where the team spoke to school principals to discuss online safety issues.

ThinkUKnow extended its education reach by hosting the first ThinkUKnow information session designed for Senators and Members of Parliament and their staff, highlighting the online safety and security challenges that can impact their electorates.



New resources

This year, ThinkUKnow launched an accessible guide to online safety for people living with a cognitive disability. The guide was launched in Tasmania in consultation with Li-Ve Tasmania, incorporating Tasmanian Acquired Brain Injury Services Inc.

Our volunteers



900

registered **volunteers** nationally.

During 2019 the AFP trained:



492

industry and law enforcement presenters in the ThinkUKnow program.

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

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

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

This year, the ThinkUKnow team travelled across Australia to deliver our updated training package for youth and adult presentations to our volunteers and presenters.

Our training rollout included metropolitan and regional locations such as:

- **New South Wales** – Sydney and Goulburn
- **Northern Territory** – Tennant Creek, Alice Springs and Darwin
- **Queensland** – Brisbane, Cairns and Mount Isa
- **South Australia** – Adelaide, Port Augusta and Mt Gambier
- **Victoria** – Melbourne and Morwell
- **Western Australia** – Geraldton and Perth
- **Tasmania** – Hobart and Devonport

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 and are announced on December 5 as part of International Volunteer Day.



ThinkUKnow Volunteer of the Year:

- **Shane Allred**—Australian Federal Police
- **Graeme Ellice**—Bankwest
- **Merryl-Ann Tidyman**—Commonwealth Bank of Australia
- **Gail Collins**—Datacom
- **Ray Fleming**—Microsoft
- **Graham Higgerson**—Neighbourhood Watch Australasia.

Commendations:

- **Matt**—Australian Federal Police
- **Damian Glover and Jason Leong**—Bankwest
- **Stephen Goddard**—Commonwealth Bank of Australia
- **Kal Thompson**—Datacom
- **Grant Clayton**—Microsoft
- **David Colville**—Independent.

ThinkUKnow Youth Partner of the Year:

- **Queensland Police Service**

ThinkUKnow celebrates 10 years



2019 marked 10 years of the ThinkUKnow program in Australia, with a range of events held to recognise this important milestone, including:

- Official ThinkUKnow **10 year anniversary event** and **2019 ThinkUKnow training package launch** in Brisbane, attended by the Minister for Home Affairs, the Honourable Peter Dutton, Queensland Police Service, partner agencies, international law enforcement and program partners.
- AFP Commissioner Andrew Colvin attended a local school in the ACT to deliver a ThinkUKnow presentation to primary school students.
- A series of social media videos focusing on **online safety messages for parents and carers** were produced with our program partners.



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

Thank you!



Twitter.com/ThinkUKnow_Aus

Facebook.com/ThinkUKnowAustralia

Thinkuknow.org.au