Hello,

My name is Robyn Rishani and I am an Australian Cyber Safety Expert, Educator and Speaker who speaks at schools to students, teachers and parents throughout Australia.

My feedback relates to Appendix A "Current Australian Government online safety programs and resources". Whilst I think that the government resources and online safety programs are a good start and well meaning, they are not a united front and are not accessible unless one is seeking the information by actually going to that website or follows a link.

As you know the internet and social media has been in our lives of the better part of 20 years now, and over that time society has "winged" it to a degree as far as dealing with the issues that arise in what I call "the cyber playground". The issues such as bullying, sex, paedophiles, criminals, scams etc. are similar to the issues we have faced as a society for hundreds of years, however, it's the environment has changed, and it's that environment that is exponentially growing and changing and for which many people are unfamiliar with, that is the problem.

I am 39 years old, and ever since I can remember we have been fed bits of helpful information via Television, news and generations of wisdom handed down over decades, about how to deal with these issues in the traditional environment. What we need to start is a culture of learning; teaching acceptable behaviours in the online environment that can over time become normal and expected behaviour.

In the early 80's there was a series of *Community Service Announcements* aired by Channel 9 that focused on topics relevant to that era, that people of my age remember fondly. They taught us about the importance of cleaning our teeth, washing our hands, eating and the five food groups.  From a very young age they instilled in us a sense of right and wrong and in a sense, how to protect ourselves. As a result we pass those snippets of information onto the next generation.

Here for an example of the "ding-a-lings do stupid things" commercial that aired in the early 80's.
The Bugs and Germs commercial
Clean your teeth commercial
Why we Eat commercial

Whilst a little politically incorrect now, the messages they portrayed were to the point and stuck in your mind because they were fun, catchy and involved a tune that was easy to remember; these PSA's were totally unforgettable. Parents still show their children these videos! We don't need to reinvent the wheel, just apply what worked in the past to today's current issues with a few tweaks. Scare mongering the community isn't effective, so we need to empower them though nationwide education.

**What I am proposing is an Australian wide campaign, aired on commercial television, news, played in cinemas, in schools, YouTube and aired on Foxtel, that teaches people in an animated, fun, musical, catchy and memorable way, the correct protocols of behaviour on the internet.**

Community Service Announcement's in this format could include:
"Cyber bullies are silly things" empower the victims
"Trolling, you will get caught" include some of the laws
"think before you post" where can your pics and comments end up?
"who are they really?" people hiding behind online identities Avatars
"would you say it to your grandmother?" thinking before we comment

Yes there are plenty of cyber bullying videos out there, aimed on shock value and aimed predominately at high school students, however what we need is a **NATION WIDE approach** to create a **new and ethical cyber consciousness amongst society that adults can pass onto their children** and then they in turn onto their children for generations to come! Children are not the only ones who don't know how to stay safe and ethical online, adults need educating too; and kids and adults alike connect with animation and music!

Currently we lack an Australian and united community approach to acceptable online behaviours. What better way to be world leaders in an innovative, educational new approach to this new world we live in, than to do it through Community Service Announcements!

Kind regards

Robyn Rishani
**Cyber Safety Expert, Educator & Speaker**
**Founder and Creator, Your Kids Online**
PO Box 806, Mount Lawley
Western Australia 6929
Ph: 0417 932 201
info@yourkidsonline.com.au
http://www.yourkidsonline.com.au
http://robynrishani.com