

# eSmart<sup>®</sup>

Smart. Safe. Responsible.

**eSmart: creating a generation of young people equipped to be smart, safe and responsible online.**



Is your child's school  
**eSmart?**



***"Adults use the Internet, but children 'live' it,"***  
**John Bertrand, Chairman of**  
**The Alannah and Madeline Foundation**

Young people see digital technology - including the Internet, social networking services and mobile phones - as a normal part of their social life and connecting with their friends, as well as sourcing information and for education purposes.

According to a report from the Australian Communications and Media Authority (ACMA), the use of social networking services increases dramatically between the ages of eight to 17 (from 37 per cent of eight to nine-year-olds to 97 per cent of 16 to 17-year-olds).<sup>1</sup>

eSmart supports the development of children and young people to embrace the benefits of technology and reduce their exposure to cyber-risks.

Designed specifically for Australian schools, eSmart is a world-leading system to help schools manage cybersafety, and deal with cyberbullying and bullying.

Being eSmart means knowing how to guard against security and privacy risks online, download content in a legal and ethical way, research and reference information, as well as manage reputation and relationships in cyberspace.

1. Australian Communications and Media Authority, 2009.  
Click and Connect: Young Australians' use of online social media.

## What is eSmart?

An initiative of The Alannah and Madeline Foundation, eSmart equips everyone in the school community with the skills and knowledge they need for smart, safe and responsible use of technology.

eSmart helps schools to embed a culture of positive technology use, create policies and procedures, gain access to evidence-informed resources and track their progress in becoming eSmart.




eSmart was piloted in 150 schools nationwide in 2010, with outstanding results. Ninety-eight per cent of pilot schools said eSmart was appropriate to achieve cybersafety and 96 per cent said they would recommend it to other schools.

*"As a parent, I would know that when I enrol my child in an eSmart school, it is a school where cybersafety and bullying are dealt with effectively. The teachers will know how to deal with incidents, children will look out for each other and can safely report bullying. As a parent I would know who to go to if my child was involved in anything risky online."*

**Dr Judith Slocombe, CEO,  
The Alannah and Madeline Foundation**



# Quick tips to help your child become eSmart – smart, safe and responsible with digital technology

-  Find out about and understand your school's 'Acceptable Use Policy' and other bullying policies. Try to actively support your school's policies and processes that help to address bullying and cybersafety.
-  Talk to your child about what your expectations are of their online behaviour. Set up some ground rules and basic guidelines.
-  Get involved and take an active interest in cybersafety. Attend information nights, research online safety, and work with your school to help make cybersafety a priority.

## How does my school become eSmart?

If you are interested in your child's school becoming eSmart, download The Alannah and Madeline Foundation's eSmart brochure for schools available online at [www.esmart.org.au](http://www.esmart.org.au), and speak to your school principal or school council.

## Contact details

The Alannah and Madeline Foundation is a national charity protecting children from violence and its devastating impact.

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**The Alannah  
and Madeline  
Foundation**



Keeping children safe from violence

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