



About eSmart

eSmart, an initiative of The Alannah and Madeline Foundation, uses a cultural change approach to improve cybersafety and reduce cyberbullying.

eSmart is based on the premise that real behavioural and cultural change requires systemic, long-term, multifaceted interventions, aimed at creating positive, respectful and inclusive cultures which reduce bullying and cyberbullying and increase online safety.

There are two components to eSmart - the first, provides a prevention and risk management framework to Australian schools and libraries to help them better integrate cybersafety practices and promote the safe use of online technology. The second, the eSmart Digital Licence, is a practical tool to help schools, libraries and the whole community educate Australian children about being safe online.

Our goal is to create an eSmart Australia.

The Alannah and Madeline Foundation

The Alannah and Madeline Foundation is a national charity protecting children from violence and creating behavioural change in the community to reduce bullying and cyberbullying.

The Foundation was set up in memory of Alannah and Madeline Mikac, aged six and three, who were tragically killed with their mother and 32 others at Port Arthur, Tasmania on 28 April 1996.

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[www.facebook.com/
AlannahandMadeline](http://www.facebook.com/AlannahandMadeline)



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What is the eSmart Digital Licence?

The eSmart Digital Licence is an online challenge which uses quizzes, videos and games to prepare Australian children (aged ten and over) to be smart, safe and responsible digital citizens.

The Digital Licence consists of eight learning modules which evaluate comprehension of key technology and cybersafety topics and equip children with the knowledge and skills they require to learn, play and socialise online. Each module takes approximately 15 minutes to complete.

In addition to teaching core digital skills, the Digital Licence will promote conversations about online safety between young people and their parents, carers and teachers.

Why was it created?

Over the past two decades, our lives have been transformed by a digital revolution. Children are the greatest beneficiaries of this digital era. The age at which they first engage with technology is dropping steadily and the time and range of activities they conduct online is increasing with the proliferation of smart phones.

While there are many benefits to engaging online, children are also vulnerable to risks such as cyberbullying, sexting, privacy breaches, identity theft and exposure to inappropriate content.

In order to keep young people safe online, it is important to equip them with the skills to identify and manage online risks. Parents also play a very important role – almost nine in ten 10-11 year olds say parents are their first port of call when they have an online safety issue. However, many parents feel ill-equipped to fulfil this role and most parents report needing support to help them advise their children on online safety.

The most effective way to upskill parents is experiential learning and intergenerational conversations. It is therefore important that parents have conversations with their children about what's going on in their online world. The Digital Licence will help parents to start these conversations with their children.

We recommend that every parent encourages their child to complete the Digital Licence before purchasing a smartphone, tablet, or other digital device for their child.

How do I get an eSmart Digital Licence?

The Digital Licence will be made available to every grade 6 student in Australia in 2015 – almost 300,000 children – thanks to a grant of over \$1.2 million from Google. The free licences will be accessed by grade 6 teachers from the Digital Licence website: www.digitalllicence.com.au

Parents and teachers of students from other year levels can also purchase a Digital Licence at www.digitalllicence.com.au

The Alannah and Madeline Foundation aims to provide scholarships to as many disadvantaged and vulnerable children as possible.

