



The switched-on app for  
families online

OPEN Forum  
26 February 2021

Brought to you by:



# Acknowledgement of Country

We wish to acknowledge the traditional custodians of the land we are meeting on.

We wish to acknowledge and pay our respects to the Elders - past, present and emerging and their continuing culture and the contribution they make to the life of the cities and regions of this country.



# Telethon Kids Institute – Our Cyber Safety Research

Parents and carers play a critical role in helping to develop the digital skills of their children and encouraging them to use technology in a positive and safe way.

It is crucial that parents and carers are supported to build their own capabilities to help navigate the everchanging technology landscape to help teach and guide their children.



# Growing up digital

- Australian children are estimated to spend an average of **around 4.5 hours a day using screen-based devices**, exceeding recommended guidelines.
- Among adolescents, screen time is even higher, averaging **43.6 hours per week**.  
(Royal Children's Hospital, 2017)
- By the time children are entering pre-adolescence (at approx. age 9) **nearly a third** have a personal social media profile and around **60% by the age of 12**, despite most social media requiring users be 13 years or older.  
(Green et al., 2011)



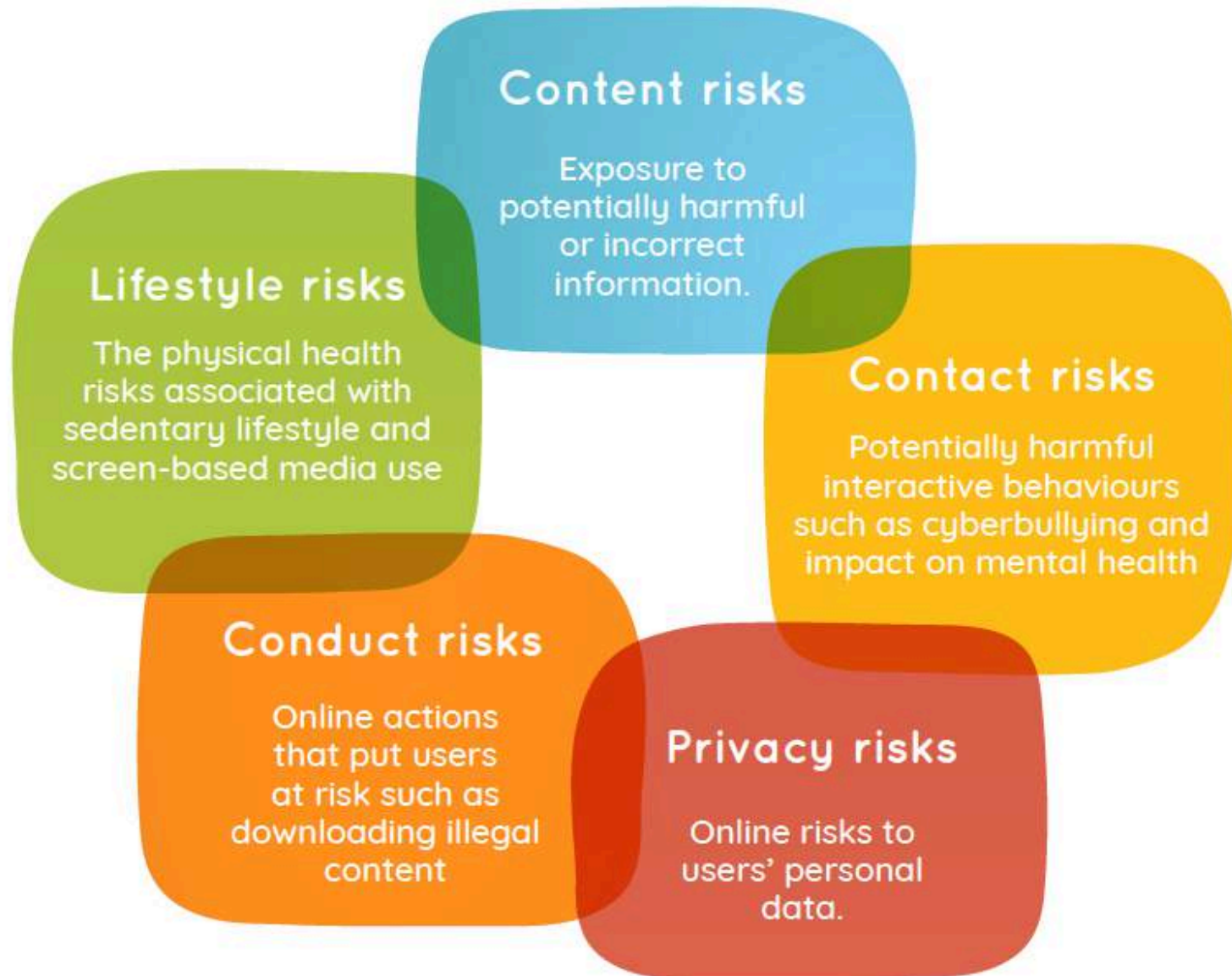
Children have had access to digital technologies since birth, and no memory of life before the Internet.

# The online opportunities



Children have had access to digital technologies since birth, and no memory of life before the Internet.

# The online challenges



Access to digital technology can have enormous educational and social benefits.

However, their use by children is not without risk

# Parenting in the Digital Age

- Over 60% of Australian children aged 2 – 4 years use tablets for an average of 20min per day (Cyber Friendly Primary Schools, 2019)
- Research indicates that excessive screen time in early childhood predicts poor performance
- Use of technology considered ‘brain changing’, where it’s perceived as a rewarding experience so it can be difficult for children to regulate their own media use



Avoid blocking and banning as it shuts out parents and shuts out children’s learning

# Parenting in the Digital Age

- In 2019, the Cyber Friendly Schools Project found that only 38.2% of parents reporting feeling 'fairly confident', followed by 14.7% 'slightly confident' to support their child's safe technology use
- Expressed worries about their own level of knowledge and their ability to influence their children's behaviour
- Many were overwhelmed by the amount of information about cyber safety and the growing '**digital divide**' between parents and children







<https://youtu.be/Rb4oAXSpsv4>



Professor Donna Cross, Beacon Director

# The Beacon Partnership

In August 2019, a 3-year funded partnership was executed between Telethon Kids Institute and Bankwest

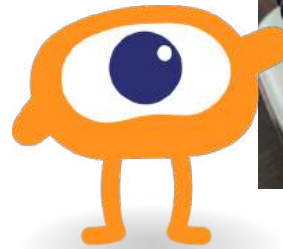
In September 2020, Beacon was launched Australia-wide, free on the Apple App Store and Google Play Store and has been downloaded over **12,500** times in 6 months

Hi! I'm Beaky.  
My passion is giving families the information they need to feel safe online.

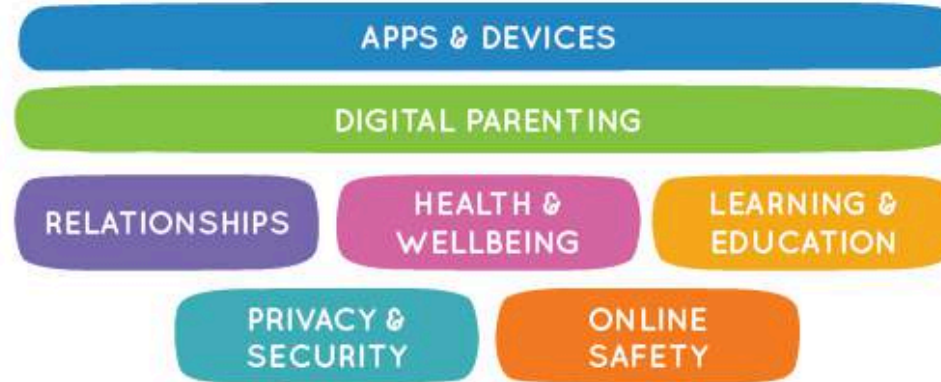


# Community Involvement

- Parent and Carer online Facebook reference group
- Seniors
- Youth consultations
- Technology experts
- Cyber experts and educators



# DIGITAL CITIZENSHIP FRAMEWORK



| APPS & DEVICES              | DIGITAL PARENTING                | RELATIONSHIPS                      | HEALTH & WELLBEING        | LEARNING & EDUCATION              | PRIVACY & SECURITY                  | ONLINE SAFETY                     |
|-----------------------------|----------------------------------|------------------------------------|---------------------------|-----------------------------------|-------------------------------------|-----------------------------------|
| Smart devices               | Age-appropriateness & milestones | Online hate, trolling & catfishing | Online/offline balance    | Schools & technology              | Parental controls                   | Pornography                       |
| Apps - messaging            | Managing screen time             | Digital drama & cyberbullying      | Mental health & wellbeing | Character strengths & life skills | Data collection & location services | Grooming & child exploitation     |
| Apps - social networking    | Parent-child communication       | Dating & intimacy                  | Online identity & morals  | Technology & developmental skills | Networking, identity & passwords    | Malicious & inappropriate content |
| Apps - streaming & podcasts | Role modelling                   | Friendships & social connections   | Body image & media ideals | News & media literacy             | Digital footprint & reputation      | Deep & dark web                   |
| Apps - gaming               | Online safety basics             |                                    |                           |                                   |                                     | Marketing & advertising           |
| Apps - education            |                                  |                                    |                           |                                   |                                     | Violence & radicalisation         |

# Content and Dissemination Partners

## Content Partners

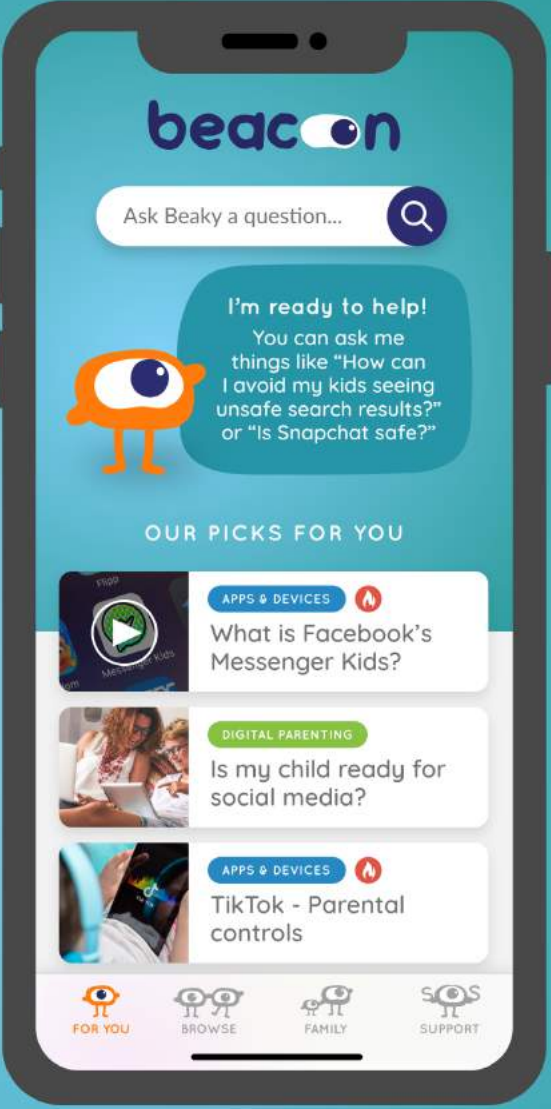


## Dissemination Partners



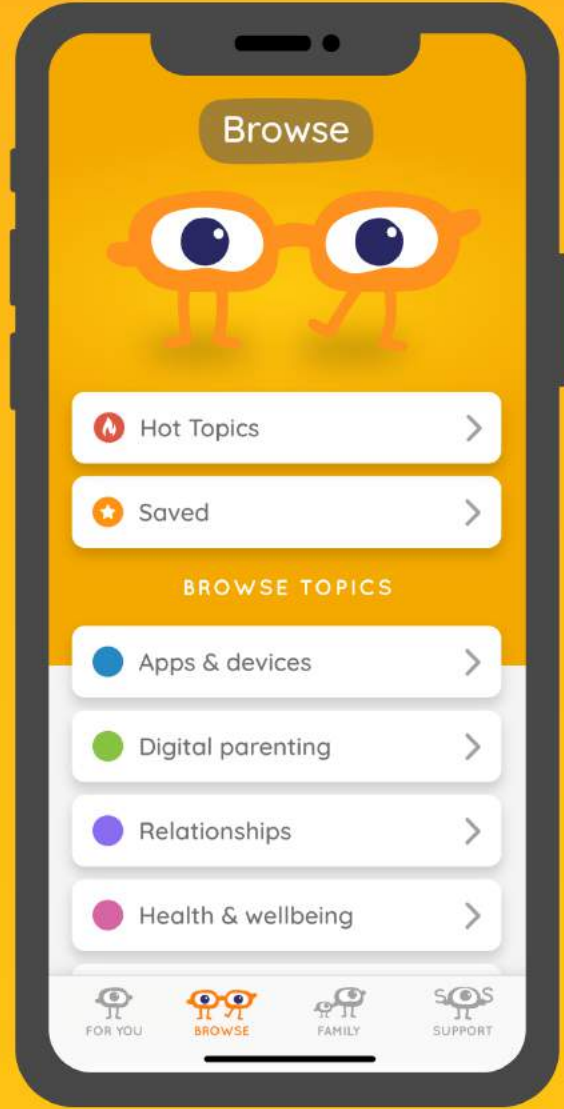


<https://youtu.be/VucXMu5nrCs>



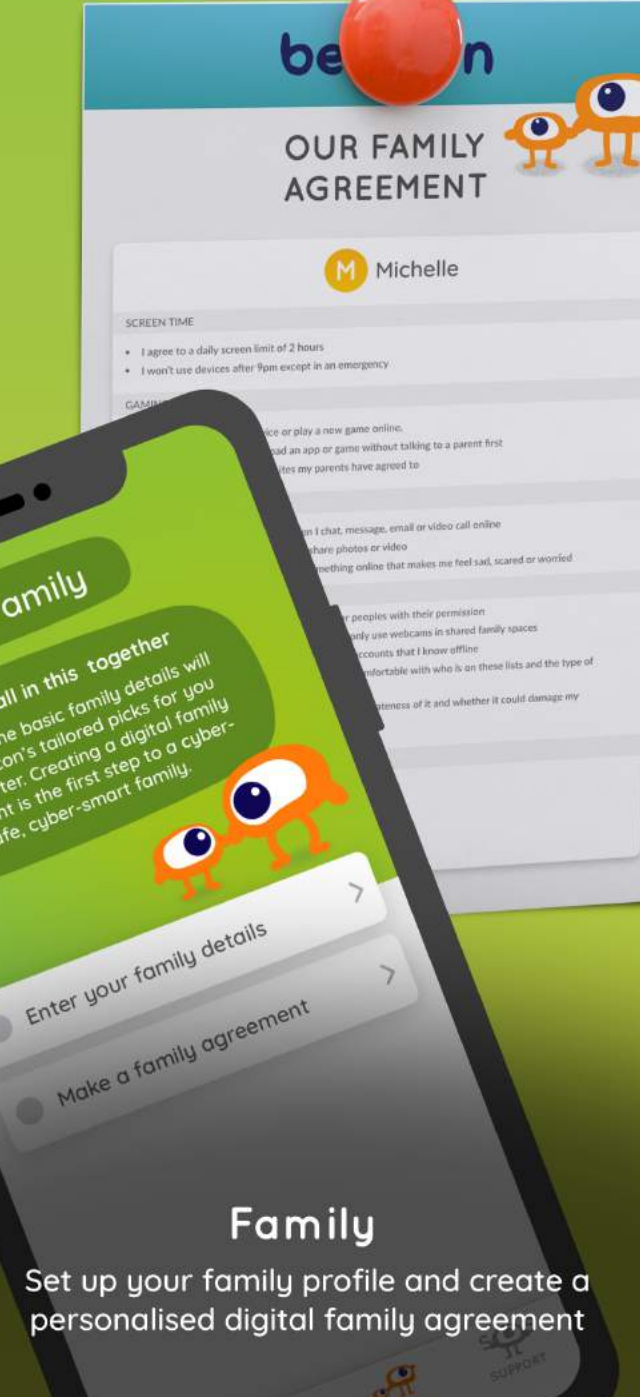
### For You

Tailored content and alerts unique to your family's needs



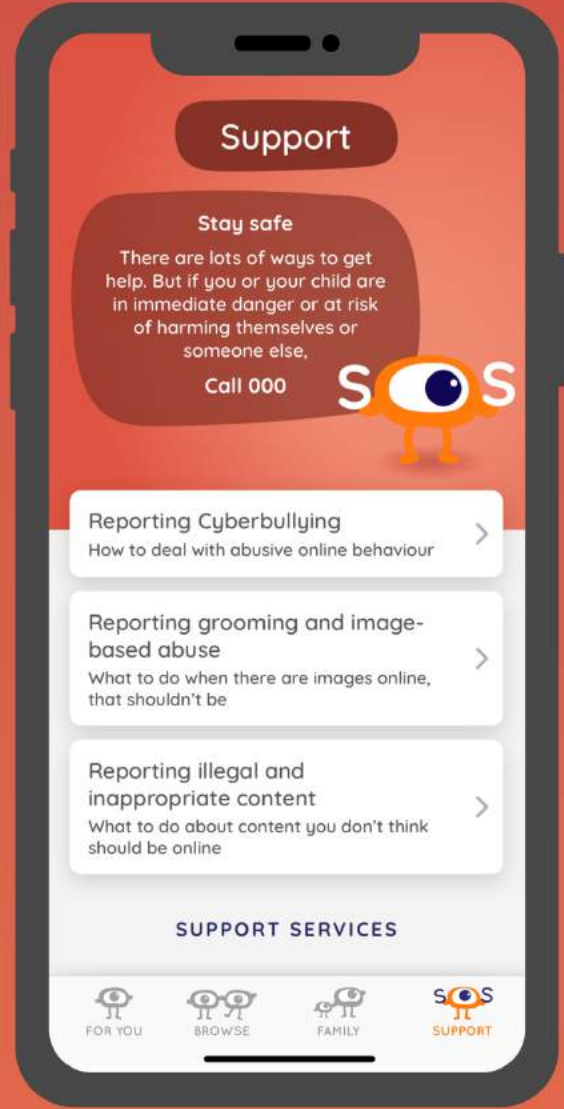
### Browse

Over 600 cyber safety articles and videos backed by the latest research



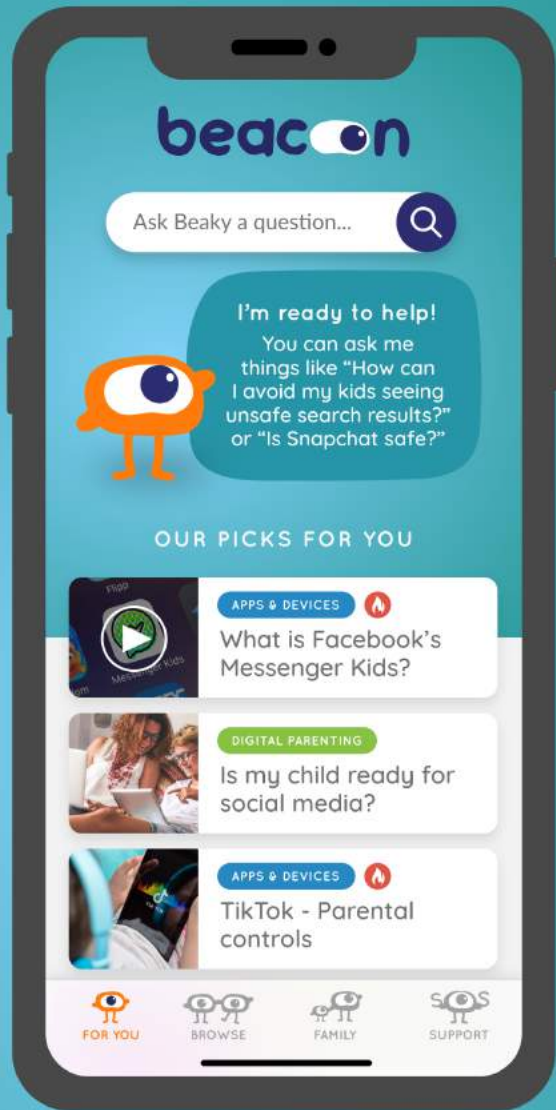
### Family

Set up your family profile and create a personalised digital family agreement



### Support

Find help and services that are available to you and your family

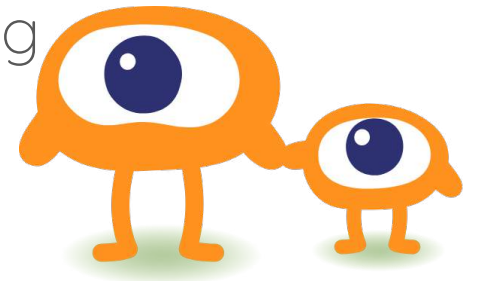


## For You

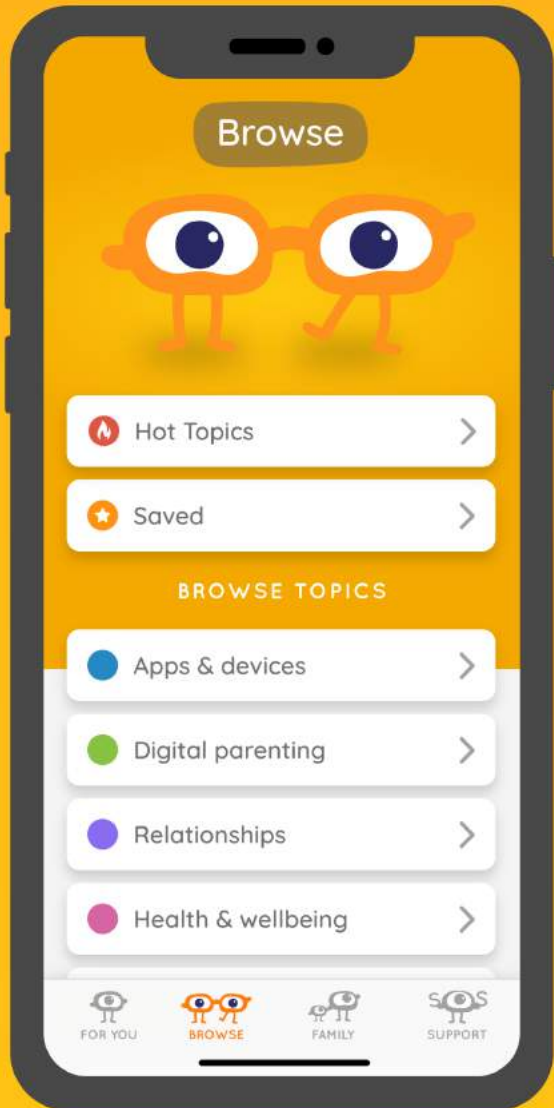
Tailored content and alerts unique to your family's needs

# For You

- Machine learning search engine “Ask Beaky a question”
  - *What gaming/messaging/video chatting app are safe for my children?*
- “Our picks for you” provide tailored articles, based on your family profile, devices in the home and topics of interest
- Push notifications for alerts and trending topics





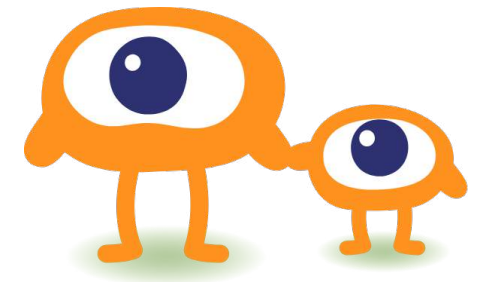


## Browse

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# Browse

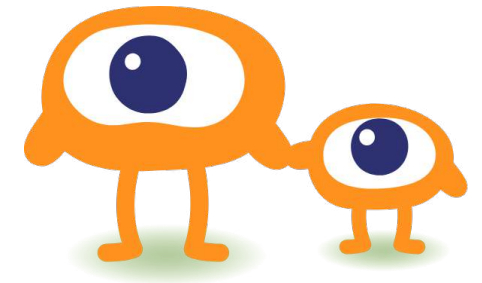
- Over 640 articles and videos covering the Digital Citizenship Framework
- Hot Topics: trending and based on what parents are searching for
- Save articles for later in “Saved”

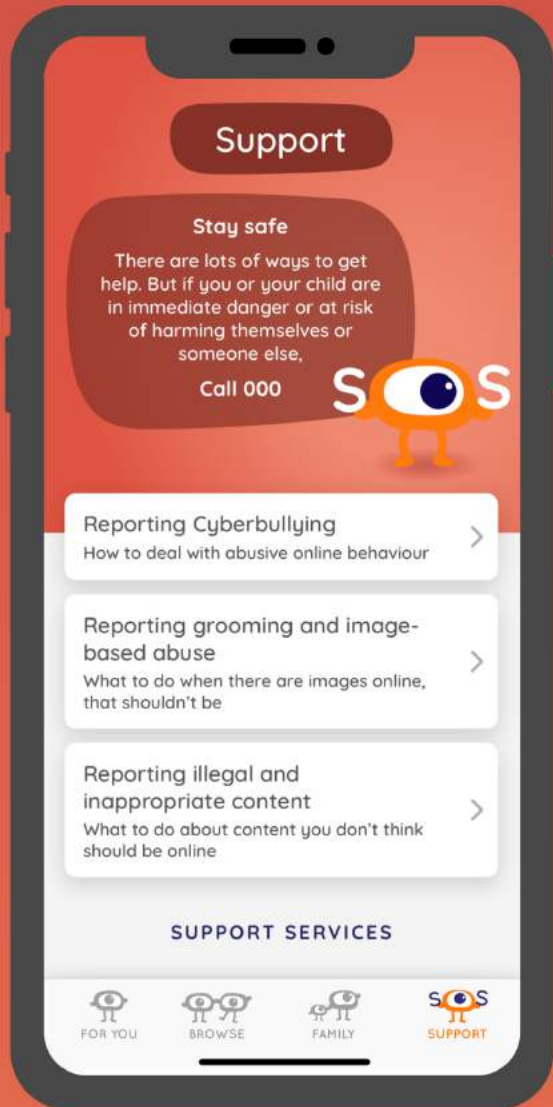




# Family

- Enter Family Details to tailor content
- Develop a Family Agreement, sign, print and stick to the fridge
  - Time limits
  - Safety
  - Devices
  - Gaming and apps
  - Social Networking
  - Add your own
- Having the right conversations
- Setting Parental controls



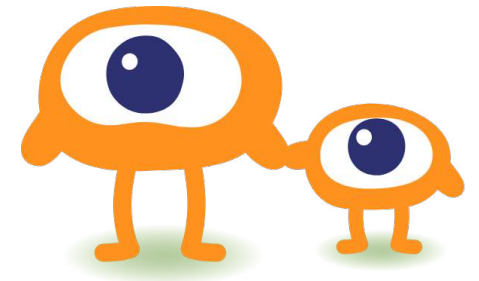


## Support

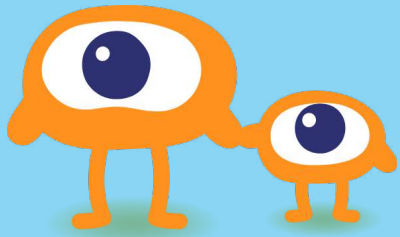
Find help and services that are available to you and your family

# Support

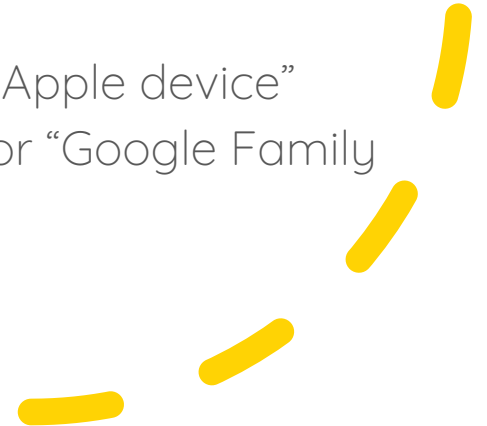
- Reporting to the eSafety Commissioner
  - Cyberbullying
  - Grooming and image-based abuse
  - Illegal and inappropriate content
- Support services
- Contact Beacon



# 4 top tips for cyber safety



- 1. Role modelling to promote balance and limit**
- 2. Having the right conversations (and starting early!).**
  - a. Plan
  - b. Listen, don't judge
  - c. Ask questions
    - Ask if they've experienced it, how did it make them feel? Do they know how to ask for help?
  - d. Get help if you need it
    - "Conversation starters: sex and pornography" /difficult subjects/unwanted contact
- 3. Set parental controls on devices, console and on specific apps**
  - "Step-by-step tips to set up your child's Apple device"
  - "Parental controls on Android devices" or "Google Family Link"
- 4. Set up a Family Agreement**
  - No devices in the bedroom





## Techno tantrum



DIGITAL PARENTING

5 tips to avoid tantrums and media meltdowns



LEARNING & EDUCATION

How to help build your child's self-control



DIGITAL PARENTING

Taming the techno-tantrum



LEARNING & EDUCATION

4 tips for learning with technology



PRIVACY & SECURITY

Are we allowing strangers into our lounge rooms through our children's technology?



HEALTH & WELLBEING



FOR YOU



BROWSE



FAMILY



SUPPORT



## Cyberbullying



RELATIONSHIPS

What is cyberbullying?



RELATIONSHIPS

Cyberbullying and the law



RELATIONSHIPS

Cyberbullying



RELATIONSHIPS

Signs and symptoms of cyberbullying



RELATIONSHIPS

If you are worried your child is cyberbullying others



RELATIONSHIPS

Helping your child make a complaint about cyberbullying



FOR YOU



BROWSE



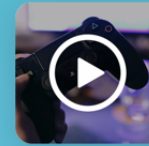
FAMILY



SUPPORT



## Gaming



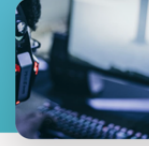
DIGITAL PARENTING

Gaming and screen time



RELATIONSHIPS

Cyberbullying and online gaming - Jack's story



APPS & DEVICES

Online gaming



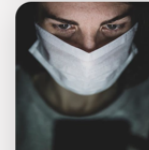
APPS & DEVICES

Creating a safe online gaming environment



APPS & DEVICES

Online gaming: Grooming and online bullying



APPS & DEVICES

Online gaming: Grooming and bullying through in-game chat



FOR YOU



BROWSE

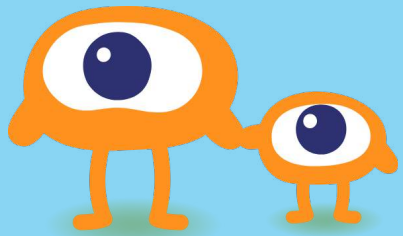


FAMILY



SUPPORT

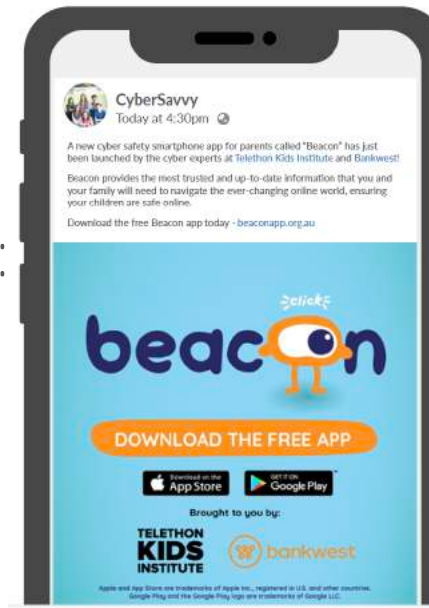
# The Trusted Messenger



As practitioners, you are the link between families and evidence that will support keeping them safe online.

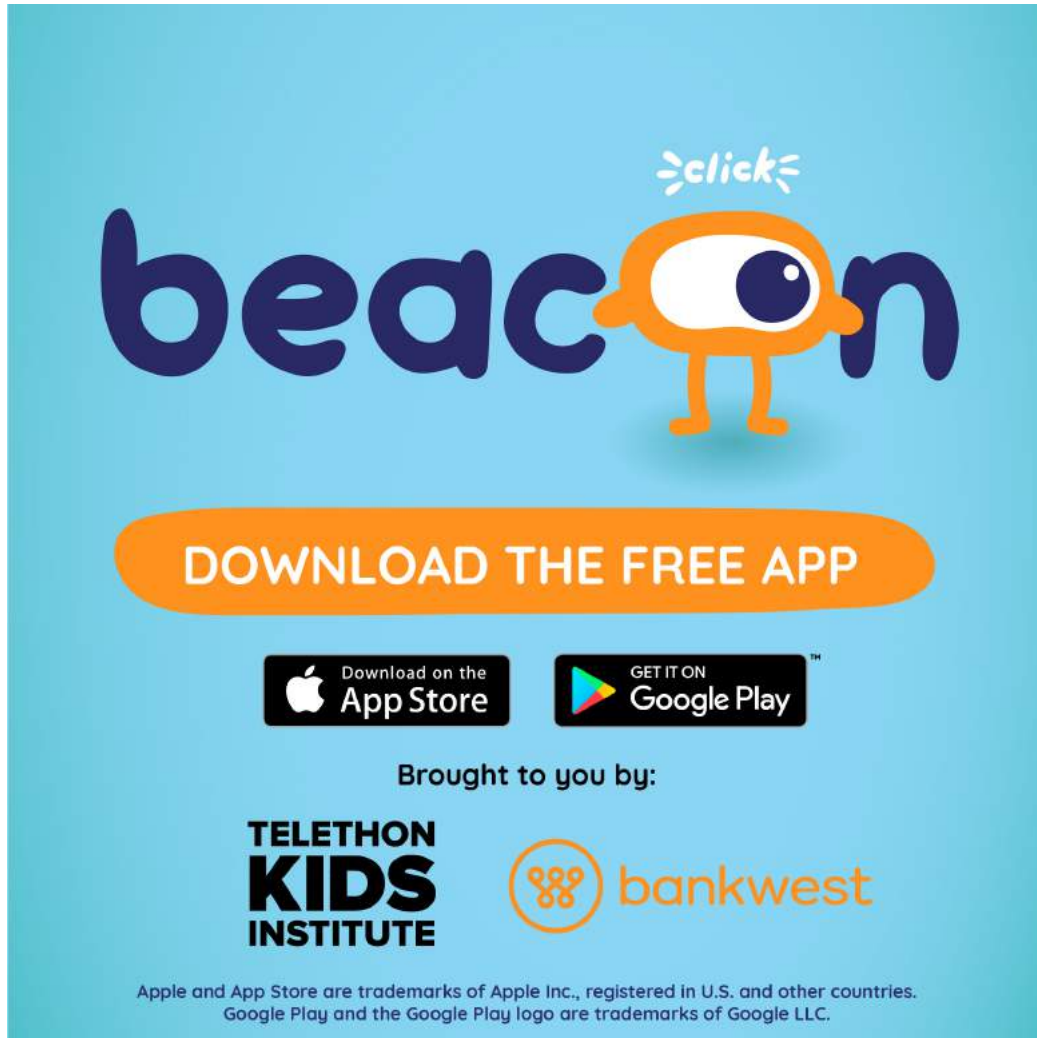
## What you can do next:

1. Download the Beacon cyber safety app
2. Use Beacon as an evidence-based tool to provide families with setting up a **Family Agreement** to overcome issues such as gaming, cyberbullying and screen time
3. Recommend Beacon by downloading free Resources on the Beacon website: Communication Toolkit, video, images, flyers, posters and text for your social media or newsletter





<https://youtu.be/HyaZCL30IYw>



The graphic features the word "beacon" in a dark blue, rounded font. The letter "o" is replaced by a stylized orange character with a large white eye and a blue pupil. Above the character is the word "click" in a white, handwritten-style font with radiating lines. Below the word "beacon" is an orange rounded rectangle containing the text "DOWNLOAD THE FREE APP" in white, uppercase letters. Underneath this are two black buttons: "Download on the App Store" with the Apple logo and "GET IT ON Google Play" with the Google Play logo. Below the buttons, it says "Brought to you by:" followed by the logos for "TELETHON KIDS INSTITUTE" and "bankwest". At the bottom, there is a small line of text: "Apple and App Store are trademarks of Apple Inc., registered in U.S. and other countries. Google Play and the Google Play logo are trademarks of Google LLC."

## Downloadable Resources: [www.beaconapp.org.au/resources](http://www.beaconapp.org.au/resources)



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