

Submission  
No 6

## **INQUIRY INTO BULLYING OF CHILDREN AND YOUNG PEOPLE**

**Organisation:** SuperClubsPLUS Australia

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## **Submission to NSW Parliamentary Enquiry into Bullying – Bullying of children and young people (Inquiry)**

SuperClubsPLUS Australia – [www.superclubsplus.com.au](http://www.superclubsplus.com.au)

SuperClubsPLUS Australia is a wholly safe, actively protected, social learning network for young children 6–12 years.

It has been built on recognised principles of cybersafety and in particular, to provide a safe alternative to Bebo, MySpace, Facebook and Club Penguin, etc. – in fact all those social networks which do not effectively validate (age authenticate) their users; nor keep those users free of cyberbullying or communications or content which threaten their young members' well-being.

Our current research into the SuperClubsPLUS community demonstrates that by virtue of the sophisticated system used to mediate children online, together with the in-built cybersafety education programme, we are able to successfully modify 78% of all children's behaviours online, for the longer term – positively changing children's understanding and application of, safe online (including mobile phone) behaviours.

SuperClubsPLUS originated in the UK and has, since 2008, been launched into Australia. It has the support of the following organisations:

- Telstra Foundation
- Australian Communications and Media Authority (ACMA)
- Dept of Education and Early Childhood Development (DEECD), Victoria.

SuperClubsPLUS is presently working with the following organisations in Australia, to deliver a safe social learning network to children and teachers in schools and to research its use in various parts of the country:

- Department of Education and Children's Services (DECS), South Australia
- Department of Education and Training (DET), New South Wales
- Department of Education, ACT
- Department of Education, Tasmania.
- La Trobe University, Melbourne

SuperClubsPLUS keeps children safe by validating all SuperClubsPLUS members, so we know every child is a real child. Our fully trained Mediators (all of whom are teachers) then actively mediate all children's activities (uploading media, publishing articles, building personalised web pages, running their own clubs, completing projects, joining discussion forums, chatting with friends, achieving their ICT 'Star Awards', participating in 'Hot Seats' – the list of learning activities is extensive and growing weekly). The same mediators also stimulate and encourage the children as they grow in online confidence.

In addition, many of the activities in SuperClubsPLUS are specifically designed to engage the children in practising strategies to keep themselves safe online – including working to get their 'Safe Online' Star Award; and from 10 February 2009, their 'extended' Cybersmart Badge (I'm Super Cybersmart). ACMA, the Commonwealth government's agency for Internet Safety are working with us on the Cybersmart Badge, and will be accrediting all children that achieve this badge as being Safe Online. And as well as the badge, children will also get a certificate from SuperClubsPLUS and ACMA.

In the UK SuperClubsPLUS is presently enjoyed by up to 200,000 children and 14,000 primary teachers, and is supported by UK governments, including the Dept for Children, Schools and Families ([www.dcsf.gov.uk](http://www.dcsf.gov.uk)).

SuperClubsPLUS Australia has currently registered 37,000 children (in the 6 months since its national launch in Melbourne on 14 September 2008). It is targeting 150,000 Australian children members by end 2010.

#### **Further information**

**SuperClubsPLUS Australia**  
[www.superclubsplus.com.au](http://www.superclubsplus.com.au)

**Telstra Foundation**  
([http://www.telstrafoundation.com/dir148/tfweb.nsf/communitydevelopmentfund/spotlightoncybersafety?OpenDocument&menu=2\\_6](http://www.telstrafoundation.com/dir148/tfweb.nsf/communitydevelopmentfund/spotlightoncybersafety?OpenDocument&menu=2_6)).

**ABC's Behind The News**  
<http://www.abc.net.au/news/btn/video.html> (go to: Episode 26, Closer [end])

**Public launch (14 Sept)**  
<http://www.nowweareretalking.com.au/news/super-cyber-safety-with-superclubsplus-australia>

**Tour**  
<http://www.superclubsplus.com.au/i/tour01>