

Media Release

Telstra Foundation empowers and protects youth online

9 June 2009 - Telstra's philanthropic fund, the Telstra Foundation, has doubled funding used to keep young people safe from online threats like cyber-bullying when they use the Internet and mobile phones.

The Foundation will donate a further \$3 million over three years towards its Spotlight on Cyber Safety program in 2009, bringing to \$6 million the value of its investment in youth cyber safety over six years.

Today's announcement comes during National E-Security Awareness Week, which promotes the importance of staying smart online.

Telstra Foundation Chairman and Olympic gold medallist, Herb Elliott, AC, MBE said the funding would allow children and young people to enjoy using technology, while empowering them to protect themselves from the dangers present in the digital world.

"The Spotlight on Cyber Safety program was created two years ago with \$3 million to tackle the emerging issue of youth safety online and on mobile phones," Mr Elliott said.

"Today we underline that commitment by doubling the funds available to community programs that empower and protect children in the digital world.

"These funds will enable us to continue to support initiatives that build resilience, teach online safety, and provide advice and initiatives to support youth cyber safety.

"Recent widespread coverage of online bullying and improper use of mobile phones by children demonstrates the importance of this work, and how deeply the issue resonates within the community."

One of the latest beneficiaries is The Inspire Foundation's Technology and Wellbeing Roundtable, an Australian first initiative. The Roundtable brings together thought leaders, who collaborate to share insight into how technology can be an enabler of wellbeing for young people, and identify possible issues to then develop and promote best practice.

Recognising the importance of thought leadership in this emerging issue, the Telstra Foundation has been involved in the Roundtable since its inception.

The Inspire Foundation's CEO Kerry Graham said: "This funding injection recognises that technology is as an enabler of wellbeing for children and young people, and that all parts of the community need to become aware of the opportunities and risks associated with this growing part of children's lives.

"For the Inspire Foundation, it means we can devote additional staffing resources to the Roundtable, which will assist us to engage relevant community sectors to research, share and promote best practice approaches."

**Making a positive and lasting difference to the lives of
Australian children and young people**

www.telstrafoundation.com

Media contact:
Martin Barr: 0418 101 127

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The latest beneficiaries of Telstra Foundation's Spotlight on Cyber Safety grants are:

- **Berry Street's BeNetWise:** \$206,000 to assist vulnerable children in out of home care who have not had access to the internet, to develop skills and protective behaviours to access and use technology safely.
- **SuperClubsPLUS Australia:** \$500,000 for ongoing operation of this protected social networking and online learning community. An Australian first initiative, the site has been supported by the Telstra Foundation since its 2008 launch and currently has 70,000 primary school children as members.
- **The Inspire Foundation's Technology and Wellbeing Roundtable:** \$145,000 to support this forum, the only one of its kind in Australia. The Roundtable brings together thought leaders, who work to promote evidence-based and best practice approaches to young people's positive engagement with technology.

Notes to editors

Telstra Foundation is the cornerstone of Telstra Corporation's corporate community investment strategy. Telstra Corporation is a key partner with the Australian Government for National E-security Awareness Week from 5-12 June 2009.

Past recipients of Telstra Foundation's Spotlight on Cyber Safety grants are:

- Centacare Sandhurst
- Child Health Promotion Research Centre, Edith Cowan University
- Latrobe University and SuperClubsPLUS Australia
- NAPCAN
- Student Youth Network
- The Alannah & Madeline Foundation

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About the Telstra Foundation

The Telstra Foundation is devoted to enriching the lives of Australian children and young people, and the communities in which they live. Since 2002, the Telstra Foundation has provided close to \$29 million through over 5500 projects to help make a positive and lasting difference to the lives of children and young people.

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