



Our history

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

The Foundation was set up in memory of Alannah and Madeline Mikac, aged 6 and 3, who were tragically killed with their mother and 32 others at Port Arthur, Tasmania on 28 April 1996.

We care for children who have experienced or witnessed serious violence. We also run programs that prevent violence and advocate for children's safety and wellbeing. Our vision is that every child will live in a safe and supportive environment.

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An initiative of The Alannah and Madeline Foundation, eSmart is a world-leading system to help Australian schools manage cybersafety, and deal with bullying and cyberbullying.

Designed specifically for Australian schools, eSmart supports the development of children and young people to embrace the benefits of technology and reduce their exposure to cyber-risks, such as cyberbullying, online sexual predation, sexting, identity theft and fraud.

Using a behaviour change approach, similar to the SunSmart campaign, eSmart aims to create a community of students, teachers and parents who are smart, safe and responsible with technology.

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

Once registered with eSmart, schools are supported to:

- create their own best-practice policies, practices and procedures;
- gain access to the best evidence-informed resources and information; and
- record, track and report on their progress in becoming eSmart.

To develop eSmart, The Alannah and Madeline Foundation worked over a three-year period with RMIT School of Education and consulted widely with education, academic and industry experts across Australia.

With \$3 million in funding from the Commonwealth Department of Education, Employment and Workplace Relations (DEEWR), eSmart was piloted in 2010 with more than 150 schools nationwide. The results were outstanding:

- 98 per cent of pilot schools said eSmart was appropriate to achieve cybersafety.
- 96 per cent said they would recommend eSmart to other schools.

The Alannah and Madeline Foundation is working closely with the Victorian Government and Queensland Government to roll out eSmart to all government schools (in their respective states) over the next four years. Schools in other states and education systems are able to participate for a fee.

Application forms can be downloaded at www.esmart.org.au or call 1300 592 151.

"The eSmart pilot really opened our eyes. We thought we were clever, we thought we had a good hold on the cyber-world, but eSmart educated us on how much further there was to go. We needed a whole-school framework, which is exactly what this system provided."

Sue Cahill, Student Wellbeing Coordinator, St Charles Borromeo Primary School.

