



## **MEDIA RELEASE**

### **4 June 2010**

#### **Launch of Safer Internet Group**

We are launching the Safer Internet Group to work with government to promote a safer online experience for Australian families. We have a practical plan for making the internet safer for our kids through comprehensive policing of the internet, better education of internet users and by the use of tools and technology that really work.

We support all practical measures to make the internet safer. The Government's proposed Mandatory Internet Filter just will not work to keep Australian families safe online. It is too easy to get around. In fact, it could create a false sense of security for parents who think an internet filter would make their children safe online.

The Safer Internet Group brings together Australia's leading sponsors of research, outreach and online safety campaigns. These include Australian Library and Information Association (ALIA), Australian Council of State School Organisations Inc (ACSSO), Google, iiNet, Inspire Foundation, Internet Industry Association (IIA), Internet Society of Australia (ISOC-AU), Internode, System Administrators Guild of Australia (SAGE-AU) and Yahoo!

We agree that Australia needs to take effective action to ensure that internet users, and particularly children, have a safe experience online, while preserving the benefits of open internet access for all Australians.

We believe that the most effective way to protect Australia's children on the internet is achieved by a combination of safety enhancing measures including comprehensive policing of the internet and more effective education.

Our members have developed a five point plan to make the internet safer. It is comprehensive and practical. And we know it works.

It delivers on:

1. More effective education
2. Comprehensive policing of illegal material on the internet
3. Industry tools that work
4. Promotion and support of broader participation in ongoing solutions
5. Targeted research of internet risks and opportunities for young people

We are looking to work with the government to make the internet safer.

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The Australian Library and Information Association (ALIA) is the professional association for the Australian library and information services sector. It seeks to empower the profession in the development, promotion and delivery of quality library and information services to the nation, through leadership, advocacy and mutual support. ALIA represents the interest of 6,000 members, the profession and Australia's 12 million library users.

<http://www.saferinternetgroup.org>

<http://www.alia.org.au>

Issued on behalf of

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