



BRENDAN O'CONNOR
MINISTER FOR HOME AFFAIRS

MEDIA RELEASE

21 December 2009

MINISTER LAUNCHES AFP 'THINKUKNOW' YOUTUBE CHANNEL

Minister for Home Affairs, Brendan O'Connor, today launched a dedicated Australian Federal Police (AFP) YouTube channel for the ThinkUKnow online safety initiative

"The ThinkUKnow channel is a great initiative that raises awareness of how to keep young people safe online," Mr O'Connor said.

"The launch of this channel highlights the Australian Government's commitment to protecting children from all kinds of harm and provides information about the ThinkUKnow program to people across Australia and the globe."

The YouTube channel will be used to host a range of internet safety videos promoting the work of ThinkUKnow, as well as educational information to assist in preventing online child abuse.

"This dedicated AFP channel will leverage off YouTube's global popularity, allowing people to learn more about preventing online child abuse and how to report such crimes," Mr O'Connor said.

ThinkUKnow is an internet safety program delivering interactive training to parents, carers and teachers through primary and secondary schools around Australia using a network of accredited trainers.

Created by the UK Child Exploitation and Online Protection (CEOP) Centre, ThinkUKnow was piloted in 2009, and following positive evaluation results, the AFP and Microsoft Australia will be rolling out the program nationally in the first quarter of 2010.

The ThinkUKnow YouTube channel can be viewed at www.youtube.com/ThinkuknowAUS.

For further information and resources on the ThinkUKnow initiative, go to www.thinkuknow.org.au.

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