

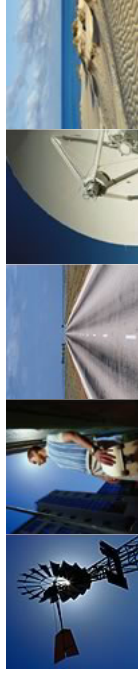


NETALERT
Growing Australia Online

**Submission to the Department of Communications,
Information Technology and the Arts**

Review of the Operations of Schedule 5 of the *Broadcasting Services Act 1992*

November 2002



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Executive Summary





Executive Summary

Here in Australia and internationally there is a clearly demonstrable need to educate our communities about the Internet - its uses, its potential for learning, sharing, innovation, collaboration and communication and its dangers.

In Australia the government has implemented a co-regulatory regime to manage Internet issues, regulation and compliance. Under the scheme government, industry and the community all play an integral role.

The establishment of a community advisory organisation was considered an integral component of the scheme from its inception and the resultant organisation, NetAlert Limited, has since achieved a strategically important role within the scheme.

“...The establishment of a community advisory organisation was considered an integral component of the scheme from its inception...”

The Board of NetAlert is of the opinion that the first three years of the co-regulatory scheme have proven to be highly successful.

The scheme is unique, is widely regarded as having achieved successful outcomes and has become a benchmark for many jurisdictions around the world.

One of the reasons that the Australian scheme is so highly regarded as an international model is because it has partners that interact with mutual respect. The scheme enjoys high levels of industry support, successfully avoids confrontation and, overall, is seen to be achieving the desired results.

Importantly, the experiences gained from the past three years of the co-regulatory scheme have led to a realisation on the part of all stakeholders that they each have a responsibility to provide and grow a safe, rewarding experience on the Internet for all Australians.

In concert with this maturing of the ongoing implementation of the co-regulatory scheme, NetAlert's role has also matured - to the extent that it is now ready to meet, along with its existing role, clear demand within the scheme for a truly independent community education and advocacy body.

With a view to meeting this demand, NetAlert has developed a major, well constructed and integrated marketing communications plan that will achieve outcomes at many levels consistent with the aims and objectives of the co-regulatory scheme and its stakeholders.

One key recommendation, as part of a maturing online co-regulatory scheme, is to amend the name of the NetAlert agency to more accurately reflect its role as a community advisory and educative body - and to remove the 'alarmist'

element in its name. This recommendation is, in part, a response to the feedback acquired in obtaining broader industry and community support for the organisation's proposed marketing communications plan through cash and in-kind sponsorships.

Equally the recommendation to add to the charter of NetAlert to cater to the emerging wireless technologies and their uses, including SMS and MMS services, is based on empirical experiences over the past three years.

As part of a very successful first three years of the co-regulatory scheme, there exists a clear case to continue to appropriately fund an effective and active community advisory and educative body, for a further period (at least three years), with appropriate changes to its powers and objects to enable it to meet the growing demands placed upon it under that scheme.

Introduction





Introduction

In an increasingly “globalised” world, for Australians to achieve and maintain a competitive advantage, they must adopt technology and embrace the Internet as a tool that facilitates collaboration, communication, education, innovation and the building of communities.

Moreover they must continue to do so at a rate that will keep pace with the rest of the world.

However, with its proliferation, the Internet brings with it many dilemmas for consumers and governments and, of particular concern, are those dangers posed to younger Australians.

It is clearly recognised by the majority of Australians that we have no greater obligation as citizens than the care and nurturing of our future generations. As such, we would be failing our future generations if our leaders fail to show

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vision and foresight that will adequately equip Australia for the information age.

Paradoxically, in these changing and challenging times, increased use of the Internet by ‘ordinary’ Australians has the potential to foster a sense of nationhood and encourage exchanges between Australians as well as between Australians and the rest of the world. The overwhelmingly positive aspect of the Internet is that it empowers individuals and facilitates the formation of communities at many levels.

In a country as large and diverse as Australia, the Internet is proving the ideal tool to erode distances and bring together consumers across rural, regional and urban areas of Australia. The Internet can be used to make connections, increase social capital, create or reveal new

business opportunities, break down misunderstandings and barriers based on ignorance and educate Australians of any age.

However, we would also be failing in our duty of care if we did not raise awareness of the dangers to be found on the Internet and address these dangers with appropriate measures to minimise the impact such dangers can have on young people, Australian businesses and communities and Australians in general.

The issues relating to the dangers present on the Internet are not unique to Australia and governments world-wide have been forced to consider a whole range of options for addressing these issues.

The Online Content Co-Regulatory Scheme, introduced in 1999 by the Commonwealth Government through the addition of Schedule 5 of the *Broadcasting Services Act 1992*, was a unique, but appropriate attempt by a national government to provide some form of protection for the broader Australian community from the dangers on the Internet.

The scheme has proven to provide an excellent balance between the need to encourage the active participation by Australians in the online community and to discourage participation in the Internet's less savoury side.

This is reflected, not only in the widespread industry and community acceptance of the scheme and its ability to deliver outcomes in Australia, but also by the very high regard for the scheme by overseas jurisdictions also grappling with the same difficult issues.

The scheme has three main components:

1. The regulation of ISPs and ICHs through industry codes of practice
2. State, territory and Commonwealth laws that impose obligations on producers of content and persons who upload, use or access content, and
3. Non-legislative measures, including community education.

As such, a key component of the scheme is the successful interaction between the three sectors - government, industry and the community.

NetAlert acknowledges that the scope of the review includes examination of developments in Internet content filtering technologies and other matters relevant to Internet content regulation. However, as a body created specifically to undertake a community advisory role, NetAlert proposes to focus in this submission, largely on the level and methods of engagement of the community in the co-regulatory scheme and NetAlert's role and potential role therein.

In terms of developments in online content filtering technologies, NetAlert refers the review committee to *Effectiveness of Internet Filtering Software Products*, the joint ABA/NetAlert commissioned study into the effectiveness of current technologies as conducted by the CSIRO Division of Mathematical Information and released 26 March 2002.

As an organisation set up specifically to act as a *community advisory body*, NetAlert has taken a leading role in representing the interests of the community within the scheme and of working towards an outcome where the community and its members are well educated on the risks

associated with the Internet and how to avoid them.

NetAlert has approached meeting this role strategically. It submits that the work it has done over the past three years has led to it now being ideally placed to expand fully into the role - not just of a community advisory body - but of a community advisory, educative and advocacy body, representing fully the interests of the community as part of the Online Content Co-Regulatory Scheme.

Australians need to be made aware of and how to deal with dangers on the Internet such as the prevalence of pornography, paedophilia activity, security risks, privacy issues, the potential spread of misinformation and, the acquisition and provision of dangerous information. The outcome sought should be a well informed, vigilant Australian community.

The Online Content Co-Regulatory Scheme is ideally placed to deliver this outcome, however, doing so requires a greater level of education and representation of the community at large, as part of the scheme.

NetAlert, as the only independent body participating in the scheme with a charter to represent the community has, particularly in recent times, taken the leading role in attempting to provide this greater level of activity on behalf of the community.

It now stands ready to act fully as the independent organisation responsible for educating and empowering the Australian community about the positive aspects of embracing the Internet and ensuring their Internet related concerns are heard and appropriately dealt with.

NetAlert and Co-Regulation





NetAlert and Co-Regulation

In the three years since the implementation of the online amendments to the Broadcasting Act there has been an evolutionary process occurring within the Internet co-regulatory environment in Australia.

Three years ago there was a substantial degree of uncertainty about the newly introduced co-regulatory regime for Internet content in Australia.

Today, it is widely accepted, both in Australia and internationally, that the Australian model has developed into one that works extremely well.

The industry codes were subject to a complete review in early 2002 and have widespread industry support. And the IIA's Ladybird Program - which is aimed at increasing the level of visibility of compliant ISPs and which provides an easily identifiable symbol for consumers to

“... Co-regulation requires the effective legitimisation of processes that monitor, document and respond to community ideals and values ...”

recognise - is an excellent example of how industry has embraced the Online Co-Regulatory Scheme and how it is fully participating.

The Australian co-regulatory model is very highly regarded and praised as an international model. This is largely because the scheme enjoys high levels of industry support, successfully avoids confrontation and, overall, is seen to be achieving the desired results.

The scheme relies heavily on the development of appropriate and acceptable methods of dealing with Internet content and governance issues, through building mutually positive and healthy relationships with governments, regulators, the industry and the community. Co-regulation is a means to an end and, by definition, requires mechanisms to be in place that facilitate the

maintenance of dialogue between these distinct and separate groups.

From inception, an integral component of the co-regulatory scheme was the creation of an independent community education and advisory body (NetAlert) designed to complement the role of the Australian Broadcasting Authority (ABA). This has proven to be an insightful addition and a component that, through the engagement of the community, has undoubtedly contributed to the success of the scheme thus far.

However, in the course of undertaking its role as a community advisory body, NetAlert has unearthed a clearly demonstrable and largely unmet need within the Australian community. This is the need for the community at large to be fully engaged and brought to the co-regulation table.

The necessary level of dialogue between the community and the other stakeholders in the co-regulatory scheme was not being reached, because the mechanisms were not in place to facilitate this dialogue. This was, at least in part,

because NetAlert's Charter was not broad enough to offer these mechanisms.

Co-regulation requires the effective legitimisation of processes that monitor, document and respond to community ideals and values. Indeed, it is the community's concerns that have led to the need for the scheme to be introduced.

To achieve this, an integrated community education and consultation process that responds to cultural, social and economic factors, community values, ideals and concerns, needs to be developed and appropriately resourced.

It is NetAlert's argument that an independent, well-resourced community advisory, educational, consultative and advocacy body is the best way to develop and implement this process - responding in the most effective manner to the needs of the Australian public.

Over the course of the past three years, NetAlert's role in Australia's online content co-regulatory scheme has grown to the extent that it is now ideally placed to assume this strategically important role.

NetAlert Limited - What it was





NetAlert Limited – What it was

NetAlert Limited was established in late 1999 by the Commonwealth Government as an independent community advisory body to educate Australians on how to manage their access to the Internet.

NetAlert was designed to fulfil a role within the newly enacted Federal Government legislation amending the *Broadcasting Services Act 1992* and was created as an integral part of an emerging co-regulatory model.

The Australian Broadcasting Authority (ABA) administers the co-regulatory scheme for Internet content, which aims to address community concerns about illegal and offensive content on the Internet.

Co-regulation means that Government, industry and the community all have roles to play in managing Internet issues and concerns as

“ ... For co-regulation to succeed, it was clearly important that the Australian community be made aware of the enormous variation in types of Internet content and how to manage access to that content ... ”

determined by the Australian community from time to time.

Key components of the scheme include:

- Codes of practice for the Internet industry
- A complaints mechanism
- Community education across a range of issues
- A range of supporting activities including research and international liaison.

In late 1999 the Minister appointed a NetAlert board of 13 community and industry representatives and, in turn, in the early part of 2000 a secretariat staff was appointed and installed in offices in Hobart, Tasmania. Non-recurrent funding was made available from the

“social obligation” component of revenues received from the sale of Telstra T1 shares.

NetAlert was established as a key component of the co-regulatory scheme, primarily in response to an emerging need to educate and provide advice and assistance to the Australian community, particularly to parents and carers of young Australians, in respect to present and emerging dangers on the Internet. For co-regulation to succeed, it was clearly important that the Australian community be made aware of the enormous variation in types of Internet content and how to manage access to that content.

NetAlert also provided a conduit for concerned members of the community to access the ABA administered complaints and compliance mechanisms.

In its first year NetAlert sought to deliver general awareness about Australians’ growing concerns regarding the Internet and Internet content, with a particular emphasis on creating an information resource, raising awareness and initiating a program of community education.

Highlights of activities undertaken included:

- establishment of a corporate identity;
- establishment of management systems, information systems and corporate governance systems;
- appointment of well-known and respected actor Noni Hazlehurst as the NetAlert ambassador;
- creation of a national toll free helpline and email response service;
- broad based national advertising campaigns;
- creation of a wide range of information resources to provide practical advice and information for the community;
- introduction of NetAlert to stakeholders in every State and Territory;
- conduct of comprehensive research into access management technologies;

- presentation of a national seminar series, information manual and CD-Rom for industry to explain, raise awareness of and increase compliance with the amended *Broadcasting Services Amendment (Online Services) Act 1999*; and
- the seeking out and building of relationships with similar organisations and groups internationally.

NetAlert Limited - What it has become





NetAlert – What it has become

Following the experiences and information gleaned from their first 18 months of operation, the NetAlert board appointed its first Chief Executive Officer in August 2001 and between October and December 2001 set about reviewing its strategic direction.

The resultant strategic plan was based on significant community consultation, input (both solicited and unsolicited) from the Australian community and the knowledge and experience of stakeholders such as the ABA, the IIA, the media, the industry and DCITA.

The new strategic direction was designed to add value to the work of NetAlert to that date and to more effectively reach all segments of the Australian community with relevant and meaningful messages.

“... The strategic plan for NetAlert is underpinned by the need to assist the community at large to be fully engaged and to take its place at the co-regulation table ...”

The strategic plan for NetAlert is underpinned by the need to assist the community at large to be fully engaged and to take its place at the co-regulation table. It is specifically designed to develop its community education and advocacy role, within the framework of the co-regulatory regime in Australia, to empower all Australians to enjoy a positive and rewarding Internet experience.

Importantly, the strategic plan seeks to have NetAlert provide a true community advisory, educational, consultative and advocacy service.

Recognising the importance of collaborative relationships

Intrinsic to the success of the co-regulatory scheme and its objectives has been the nurturing of a dynamic relationship between government, community and industry.

NetAlert has recognised this and has, on behalf of the community, sought to emulate this approach with a view to 'growing Australia online'.

Relationships with key stakeholders such as the ABA, DCITA, and IIA, as well as representative and key organisations such as SPAN, ATUG, police forces nationwide, Departments of Education, various community groups and the media have all matured over the past 12 months to the point where NetAlert is now actively participating in regular dialogue and decision making with these partners and more.

NetAlert's relationships with the ABA and IIA have, over the past 12 months, also been revitalised and carefully nurtured, allowing NetAlert to recommend the modification of its own charter to further complement the aims of these organisations and to collaborate with them on research.

A strategic perspective

The strategic plan developed for NetAlert has, at its core, five key elements – collaboration,

education, communication, innovation and community.

Meaningful goals

The goals of NetAlert have been refined to become:

- To educate and empower the Australian community to enjoy a positive, rewarding experience with the Internet;
- To develop and manage innovative and collaborative partnerships with stakeholders including the Internet industry, governments, sponsors, and the end-user community;
- To encourage individuals, groups and organisations in Australia to confidently use the Internet as a tool to facilitate effective communication, collaboration, education and innovation; and
- To be a relevant, top-of-mind, community education, advocacy and

advisory body on matters of Internet access and usage.

Understanding the outcomes

The strategic objectives NetAlert now seeks to meet are to:

- Build an awareness of the Internet with all Australians;
- Develop an appreciation of the concept of the Internet as a technological tool facilitating collaboration, education, communication and innovation for all Australians;
- Educate Australian families and carers about managing their access to the Internet, promoting a safer Internet experience for young Australians;
- Build better communities by encouraging a culture of collaboration, commitment and responsibility for Internet access;

- Facilitate a dialogue between regional, rural and major metropolitan Australia regarding issues of Internet access;
- Facilitate a dialogue between younger and older Australians in relation to the Internet;
- Facilitate a dialogue between users, potential users, the government and the Internet industry;
- Add value to communities across Australia as an integral component of the NetAlert national communications program; and
- Liaise with similar organisations internationally to ensure a collaborative "world's best practice" standard is achieved in all operations, research and communication.

A new corporate identity

As part of the change of focus, a new logo was adopted by the NetAlert board which represents the dynamic and inclusive relationship between government, community and industry in Australia

that is co-regulation. A tagline 'growing Australia online' was implemented to reflect NetAlert's broadened objectives.

New web site launched with release of filter study

NetAlert's new Web site, launched on 26 March 2002 and designed to reflect the broadening of NetAlert's charter, has experienced a dramatic increase in traffic since that time.

The release of a joint ABA-NetAlert study of the effectiveness of Internet filters to coincide with the launch of the new NetAlert web site sparked more than 20,000 inquiries from educational institutions, community groups and others in just the two months following the release.

NetAlert now plays an important role in promoting the interests of the Australian community in the context of the co-regulatory scheme and of fostering the safe and positive use of the Internet by all Australians.

A marketing plan

A robust, tailored marketing communications plan was developed with the aim of targeting specific age demographic groups rather than a broadly based 'all' Australians target audience. These groups are defined as:

- under 12s
- teens
- 20-30 years
- 30-55 years
- 55+ years

Innovative and powerful elements in the marketing mix

Major components of the proposed marketing mix include:

- An informative and educational 13-episode television program to be broadcast nationally;
- An ongoing program of community events that will seek to bring rural, regional and

urban Australians together to discuss issues surrounding the Internet, its use and accessibility;

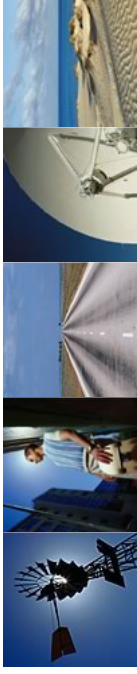
- An International Congress, in Canberra, featuring Internet access and community education experts from around the world and highlighting local Australian stories on managing Internet usage;
- An improved toll-free telephone advice line;
- A new, dynamic and informative web site; and
- Extensive outdoor, transit, radio and television advertising campaigns will also be undertaken to complement other aspects of the strategic marketing plan.

Commercial sponsorship

A key element of the revised NetAlert plan recognises that, by its very nature, the co-regulatory environment suggests that the industry should subsidise the educational and advocacy work of NetAlert.

In recognition of this and the important role NetAlert has to play in the management of access to the Internet by the Australian community, NetAlert has developed cash and in-kind sponsorship packages designed to enable the industry to assist NetAlert in meeting its objectives.

NetAlert Limited - What it could and should be





NetAlert – What it could and should be

“... It would seem appropriate for NetAlert to continue as an appropriately resourced, community, advisory, educational, consultative and advocacy body ...”

NetAlert - A revised charter

To reflect the broadening of its overall strategic plan to meet the identified need for greater community engagement in the co-regulatory scheme, NetAlert has redrafted its Charter. The draft revised Charter is attached at Appendix 2.

The fundamental platform on which the new NetAlert strategic plan is built consists of collaboration, education, communication and innovation, recognising that these components, when well executed, develop strong communities.

To ensure that the community is fully and appropriately engaged as part of the co-regulatory scheme, NetAlert should be resourced and charged with becoming an organisation that actively works to encourage and empower Australians to enjoy a rewarding experience with

the Internet and other converging, wireless technologies, including SMS and MMS services.

As mentioned, NetAlert is planning to facilitate communication between government, community and industry through the implementation of the proposed marketing communications plan.

This plan represents the most comprehensive approach to educating the community about the safe and positive use of the Internet yet developed in Australia (and in many ways is a model that leads the world). A fundamental cornerstone of the plan is the collaboration between government, industry and community with funding coming from both industry and government.

The events program has been designed to reach a maximum population base while at the same time seeking to cover an appropriate blend of

regional, rural and metropolitan areas. In planning the program, care has been taken to ensure that the education components of the events are reaching the areas of most need, by considering aspects such as socio-economic factors.

Each community will have presentations developed that target both primary and secondary schools as well as community groups, local government and businesses in each community. The events program will target the five broad age demographics. As a result, it is envisaged that in many centres, the events program may extend over two days.

The individual programs will include local and imported content and presentations by NetAlert stakeholders, such as the ABA, local MPs, local and state government representatives, sponsor groups and organisations.

International liaison

Organisations similar to NetAlert have been instigated and funded by national governments in

many other nations, including Canada, the European Union (EU), and Singapore.

The Canadian equivalent, known as *The Canadian Strategy to Promote Safe, Wise and Responsible Internet Use*, engages a similar partnership of private sector, community and government organisations and receives annual and project funding from the Canadian Federal Government as 'a top Government of Canada priority'.

Services provided through this strategy include a web site, publications, surveys of on-line activity, background research and studies, a telephone and email based 'cybertipline', and various web awareness activities.

Similarly, the United Kingdom's Childnet International and the EU's NetAware program provide further examples of government programs that alert young people, carers, educators and the general public to the dangers of the Internet while also raising awareness of its positive benefits.

Information gathered through NetAware and Childnet International will help shape the

European Commission's full *Action Plan on Safe Use of the Internet*.

The largest organisation for Canadian girls is adding Internet safety to the long list of life skills it teaches.

The Girl Guides of Canada and the Media Awareness Network recently launched You Go Girl In Technology, a new national Internet literacy project aimed at helping Canadian girls learn to be safe, wise and responsible Internet users.

The goal is to empower girls by helping them become adept and comfortable with technology.

More than 137,000 girls belong to the Girl Guides of Canada. The project challenges girls in all branches of Guiding, from the ages of 5 to 17, to earn a You Go Girl in Technology crest by completing a series of activities.

Organisations like NetAlert continue to be created and nurtured in jurisdictions around the world.

The challenge for Australia is to sustain an organisation that, in the context of the co-

regulatory scheme, can set benchmarks in the development of these organisations and, in turn, facilitate meaningful dialogues.

NetAlert – funding issues

The inclusion of a community advisory body as part of the Online Content Co-Regulatory Scheme has been considered vital since the scheme's inception. NetAlert was created to meet this role and was resourced accordingly.

This review has been charged with a number of matters that are to be taken into account when reviewing the operation of schedule 5 to the *Broadcasting Services Act 1992*, specifically including 'Commonwealth community education initiatives'.

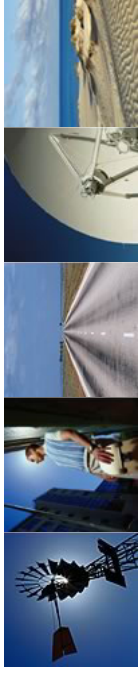
It would seem appropriate for NetAlert to continue as an appropriately resourced, community, advisory educational, consultative and advocacy body - given the importance that the existence of a community advisory body has always been given as part of the scheme and the specific inclusion of community education initiatives as a matter for examination as part of

this review. This is especially so in light of the fact that NetAlert has been steadily called upon to meet additional community educational and advocacy roles since it was first created.

During the past 12 months, NetAlert has energetically fostered potential corporate sponsorship opportunities with a view to bringing together government, business and the consumer, to meet the community advisory, education and advocacy objectives under the co-regulatory scheme.

Moving forward with the role and the new and innovative plan will require additional government funding to be made available and this should see a growth in industry support by way of commercial sponsorship.

NetAlert Limited - Recommendations





Recommendations

1. That an independent body should be resourced and charged with actively working to encourage and empower Australians to enjoy a rewarding experience with the Internet and other converging, wireless technologies, including SMS and MMS services, to ensure that the community is fully and appropriately engaged as part of the co-regulatory scheme.
2. That an independent, well-resourced community advisory, educational, consultative and advocacy body is the best way to develop and implement an integrated community education and consultation process that responds to cultural, social and economic factors, community values, ideals and concerns.
3. The work that NetAlert has done over the past three years, leading to it now being ideally placed to expand fully into the role - not just of a community advisory body - but of a community advisory, educative and advocacy body as part of the Online Content Co-Regulatory Scheme should be continued.
4. That, given the importance that the existence of a community advisory body has always been given as part of the scheme and the specific inclusion of community education initiatives as a matter for examination as part of this review, NetAlert be maintained as an appropriately resourced, community advisory educational, consultative and advocacy body.
5. That NetAlert's charter be amended to incorporate consideration of an expanded role as an independent community advisory educational, consultative and advocacy body.

6. That NetAlert's charter be amended to cater to the emerging issues associated with convergent and wireless technology - particularly in relation to SMS and MMS messaging systems - as they are presenting and will continue to present issues that impact upon young Australians.
7. That NetAlert undergo a name change under the banner "Growing Australia Online" to assist with the facilitation of sponsorship support from the industry and other organisations and to more accurately reflect its expansion into a community advisory, educational, consultative and advocacy body. The new name for NetAlert should be the subject of some discussion among stakeholders.
8. That NetAlert remain independent of any regulator or other government agency. Independence will facilitate the acquisition of commercial sponsorships and allow the development and implementation of other partnerships and collaborative efforts with industry and government.

Appendix 1 - NetAlert board members





Appendix 1 - NetAlert board members

Ms Karyn Hart – Chair, Brisbane, QLD:

Principal, Macgregor State High School, Brisbane; former President of the Australian and QLD Secondary Principals' Associations; Executive member of the International Confederation of Principals; Chair, National Expert Advisory Committee on School Drug Education; and member of the Australian National Council on Drugs.

Mr Glenn Alderton, Sydney, NSW:

A Director of the Australian Internet Industry Association, Mr Alderton also operates his own IT business. He has previously worked at the Australian Trade Commission as Regional IT Coordinator and at Telstra.

Ms Barbara Biggins, OAM, (resigned April 2002) Adelaide, SA:

Executive Director of Young Media Australia, Ms Biggins was previously Senior Librarian, Child and Youth Health; Convenor, Classification Review Board; and Editor, Small Screen.

Ms Judith Bundy, Adelaide, SA:

Senior Vice President of the Australian Council of State School Organisations, and on the Executive of the SA Association of School Parents Clubs, Ms Bundy has 25 years experience in parent organisations in government schools.

Mr Francis Clarke, Tarago, NSW:

CEO, Goulburn Internet Services 1996-1998, the first ISP in region. Continuing interests in delivery of high bandwidth services to country and regional Australia. Previously National President Australian Forest Growers.

Mr Peter Coroneos, Canberra, ACT:

Executive Director of the Internet Industry Association and an active member of many committees and advisory councils as an Internet industry representative. He is a previous member of the Children and Online Content Taskforce.

Mrs Fairlie Kermode, Maffra, Victoria:

A retired solicitor, Senior Deputy Chairperson of the Advisory Council of Monash University at Gippsland. She is involved in several information technology projects in Gippsland, including GippsComm, Uniting our Rural Communities, Wellington Schools Skillsnet Project and Communityhall.net.

Ms Kaaren Koomen, Sydney, NSW:

Ms Koomen is General Manager, Multimedia Regulation and Strategy at Cable & Wireless Optus. Ms Koomen is a lawyer with extensive experience, nationally and internationally, in business, professional and community organisations dealing with legal and policy issues in the online and communications environments.

Mrs Josephine Lonergan, Sydney, NSW:

Executive Director, Australian Parents Council, with extensive experience as a family lawyer and parent organisations.

Ms Bernadette McMenamin, Melbourne, Vic:

National Director and founder of ECPAT Australia, with more than 20 years experience working in Australia and in Asia on human rights and social justice issues. A member of the National Steering Committee developing Australia's National Action Plan and involved in a wide range of programs preventing the sexual exploitation of children in Australia and overseas.

Mr Ken Morrison, Launceston, Tasmania:

Founder of a major Tasmanian ISP. He has experience as a Social Worker in both Victoria and Tasmania and was previously Executive Officer of the Association of Independent Schools of Tasmania.

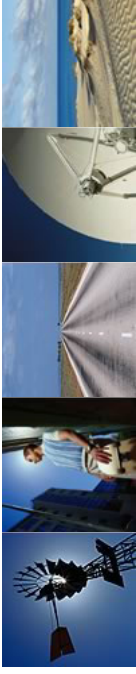
Miss Lynette Quinlivan, Perth, WA:

A solicitor and legal representative for the Censorship Advisory Committee of WA; and for the Gaming Commission of WA.

Mr Derek Whitehead, OAM, Melbourne, Vic:

Director, Information Services, Swinburne University; former Deputy State Librarian, State Library of Victoria. Mr Whitehead has been involved in a range of library, cultural and Internet projects; he currently chairs the auDA Names Policy Advisory Panel, which is reviewing Australian domain names policies.

Appendix 2 - A redrafted charter for NetAlert





APPENDIX 2 – A redrafted charter

NetAlert’s vision:

As a relevant, top-of-mind, community education, advisory and advocacy body, to empower all Australians to enjoy a positive and rewarding experience with the Internet and other communications technologies, through the development and delivery of an ongoing communications program supported by collaborative partnerships with industry, government and the community.

NetAlert’s goals:

- To educate and empower the Australian community to enjoy a positive, rewarding experience with the Internet;
- To develop and manage innovative and collaborative partnerships with stakeholders

including the Internet industry, governments, sponsors, and the end-user community;

- To encourage individuals, groups and organisations in Australia to confidently use the Internet as a tool to facilitate effective communication, collaboration, education and innovation; and
- To be a relevant, top-of-mind, community education and advocacy and advisory body on matters of Internet access and usage.

NetAlert’s strategic objectives

- Build an awareness of the opportunities and advantages of using the Internet and other communications technologies for all Australians;

- Develop an appreciation of the concept of the Internet as a technological tool facilitating collaboration, education, communication and innovation for all Australians;
- Educate Australian families and carers about managing their access to the Internet, promoting a safe and secure Internet experience for young Australians;
- Educate Australians about their behaviour and etiquette when using mobile technologies such as SMS and MMS, promoting a safer and supportive experience particularly for young Australians;
- Build better communities by encouraging a culture of collaboration, commitment and responsibility for Internet access;
- Facilitate a dialogue between regional, rural and major metropolitan Australia regarding issues of Internet access and provide a forum for the expression of the outcomes;
- Facilitate a dialogue between younger and older Australians in relation to the use of the Internet and provide a forum for expression of the outcomes;
- Facilitate a dialogue between users, potential users, the government and the Internet industry on access to and the use of the Internet and provide a forum for the expression of the outcomes;
- Where possible add value to communities across Australia as an integral component of the NetAlert national communications program; and
- Liaise with similar organisations internationally to ensure a collaborative “world’s best practice” standard is achieved in all operations, research and communication undertaken by NetAlert.

Objects and powers

NetAlert’s objects are to encourage and promote the use of the Internet and other wireless and mobile technologies by all Australians, particularly young people and their families and, in particular, to:

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| <p>I. Provide users with sensible, helpful and reliable advice and information about potential problems, dangers and threats present on the Internet and other mobile and wireless technologies and describe ways in which users can act to minimise or avoid these problems;</p> <p>II. Provide a meaningful well-designed education program that will encourage and empower Australians to use the Internet as a tool facilitating innovation, education, communication and collaboration and clearly designed to build communities at many levels;</p> <p>III. Work with the Internet Industry Association and its member base to develop meaningful sponsorship partnerships complementing government funding;</p> <p>IV. Provide assistance to ISPs and ICHs in relation to filtering technologies;</p> <p>V. Develop and promote information and technological solutions that assist</p> | <p>Australians to better manage Internet content;</p> <p>VI. Encourage ISPs and ICHs to act responsibly and reasonably when dealing with prohibited content and potential prohibited content;</p> <p>VII. Work closely with Commonwealth and State agencies, Internet users, industry representatives and community bodies in order to promote responsible and effective self-regulation of Internet content;</p> <p>VIII. Develop reciprocal arrangements with counterpart groups and other organisations internationally, to exchange information on relevant content issues, management and regulation;</p> <p>IX. Maintain an active awareness of Internet content and take appropriate action on prohibited content and potential prohibited content;</p> |
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- X. Operate an e-mail and telephone advisory service to receive concerns about offensive Internet content and to pass any appropriate information to the ABA or relevant enforcement authorities;
- XI. Operate an e-mail and telephone advisory service to provide advice and assistance to the Australian community about the Internet and mobile and wireless technologies;
- XII. Liaise with the ABA and enforcement authorities in relation to prohibited content issues;
- XIII. Consult with industry bodies on the development of effective draft industry codes that promote and support NetAlert's objects; and
- XIV. Provide advice to the Minister and the ABA on the operation of Schedule 5 of the BSA.

NetAlert has all powers granted to it by law as are required to enable it to do all that is

necessary, convenient or incidental to carrying out the objects set out above, specifically including:

- I. Initiating research and development into filtering and adult verification technologies for ISPs, ICHs and their clients;
- II. Ensuring that parents and other concerned Australians are easily able to make contact with NetAlert in order to report or complain about prohibited content, potentially prohibited content or other inappropriate Internet content;
- III. Ensuring that parents and other concerned Australians are easily able to make contact with NetAlert in order to report or complain about offensive behaviour on wireless and/or mobile networks;
- IV. Embarking on public awareness and education campaigns to raise public awareness of ways in which parents and other concerned Australians can improve

the management of the Internet to create a safer web experience;

V. Embarking on public awareness and education campaigns to raise public awareness of the empowering nature of the Internet and associated technologies; and

VI. Becoming a designated body under clause 58 of Schedule 5 of the BSA and provide quality feedback on any industry codes or industry standards.

Appendix 3 - Abbreviations





Abbreviations

SMS	Short messaging service	ATUG Group	Australian Telecommunications Users
MMS	Multimedia messaging service	BSA	<i>Broadcasting Services Act 1992 (Cth)</i>
ISP	Internet service provider		
ICH	Internet content holder		
ABA	Australian Broadcasting Authority		
CSIRO	Commonwealth Science and Industrial Research Organisation		
IIA	Internet Industry Association		
DCITA	Department of Communications, Information Technology and the Arts		
SPAN	Service Provider Industry Association		