

MEDIA RELEASE
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gizmo works with Randwick Public School to educate parents on keeping their children safe online

gizmo, Australia's leading technology service provider in the home, went to Randwick Public School (RPS) last night (24 November) to hold the first of a series of Kids Safe Online sessions for school parents in Sydney.

Presenters included Ben Ashton, CEO of gizmo, Paul Pisanos, Eastern Beaches Local Area Commander at NSW Police - both parents of children at RPS, and RPS deputy principal David O'Connell. Topics included the potential dangers children can be exposed to online; what parents should know about the online environment plus the preventative measures they can utilise at home; and what RPS is doing to protect its pupils in the school environment.

The initiative is backed by a nationwide study commissioned by gizmoⁱ, which revealed that children are naive to the potential dangers of the internet, and although some parents are aware of the dangers they don't possess the technological know how to implement effective safety measures.

Ben Ashton commented: "The research findings showed that while most kids don't understand the dangers, almost all parents do, yet many have not implemented effective parental controls. This is where gizmo can help parents to put parental control features in place. We are visiting local schools to get out there and talk to parents to get them thinking about how they can take control by learning the processes to create a safe online environment for their family. Installing parental controls should be as commonplace as putting the appropriate child restraint in the car or teaching them about stranger danger."

Paul Pisanos stressed that control and participation are crucial and parents must be careful not to isolate their children but rather work with them to help manage their online profile safely and protect them from cyber bullying and predators.

David O'Connell added: "The internet plays a major role in education in the 21st century. At school, the Department of Education and Training provides students with individual email accounts and secure, filtered access to the internet through their student portal. However parents need to be aware of what they can do at home to ensure this level of safe access continues. Parents need to stay connected to their children's online world and be aware of certain basic protocols in order to keep their children safe."

If you would like to speak to gizmo about coming to your school or to book gizmo's Kids Safe Online service, which includes helping to create individual accounts for all the family and setting tailored parental controls, call 1300 275 449 or visit gizmo.com.au.

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For further media information, contact Jane Outen at Stellar* Concepts on 02 9281 8000 or email jane@stellar.net.au

Notes to editors

About gizmo

gizmo was established in 2006 to provide consumers with a range of support services that help them make the most out of their technology purchases. gizmo's expertise is now relied upon by many Australians to help them gain greater value and enjoyment from their computers and other gadgets. Australian-owned gizmo now has over 100,000 customers, is certified by both Microsoft and Apple, and was recognised in BRW's high profile 2010 Fast Starters list.

ⁱ This study conducted by Lonergan Research, surveyed 1,025 parents and their children aged 8-15 years old.