

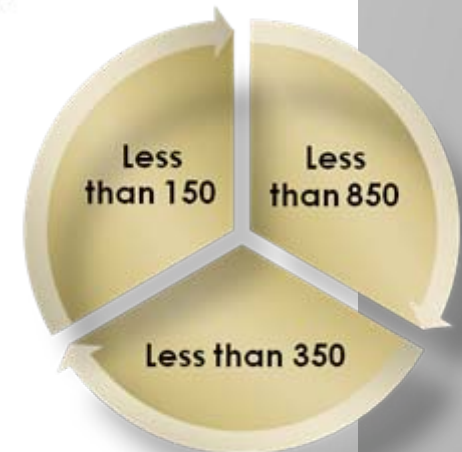
# From Internet Safety to Digital Citizenship: What is happening in New Zealand Schools?



Liz Butterfield MNZM  
Managing Director, Hector's World Ltd.

# The New Zealand Context

- ▣ Governance
- ▣ English Curriculum
- ▣ Māori achievement
- ▣ 2700 Schools
- ▣ ECE 3400 Centres  
many privately owned



Number of pupils in NZ schools, with a few in the 1000-2000 range.

# NetSafe and Hector's World™

- ▣ NetSafe founded in 1998  
[www.netsafe.org.nz](http://www.netsafe.org.nz)
- ▣ Hector's World separate subsidiary 2005
- ▣ Both are charities
- ▣ Key partners Ministry of Ed & NZ Police
- ▣ NetSafe has broad focus on all New Zealanders, special focus on schools
- ▣ Hector's World focused on 2-9 year olds

# NZ Changing Landscape

internet safety

online safety & security

cybersafety

cybercitizenship

**digital citizenship**



# NetSafe's pathway will evolve...





## the grid



www.netsafe.org.nz

|  | Beginner   |   | Apprentice   |  | Practitioner  |  | Master  |
|--|--|---|--|--|---|--|---|
|  | ECE  | Year 0-2  | Year 3-4   | Year 5-6   | Year 7-8  | Year 9-10  | Year 11-13  |
| <b>CONNECTED</b><br>Understand the impact and potential of ICT use for individuals and society                           | <b>Identifying ICT devices</b><br>→ read more                    | <b>Sharing ideas about how ICT is used</b><br>→ read more         | <b>ICT in personal and professional lives</b><br>→ read more     | <b>Positive and negative impacts of ICT</b><br>→ read more           | <b>Integrity in the use of ICT.</b><br>→ read more              | <b>Relationships and perceptions online</b><br>→ read more             | <b>Trust, integrity, and confidence.</b><br>→ read more       |
| <b>S A F E</b><br>Apply sound personal cybersafety strategies which promote personal safety                              | <b>Getting help when using ICT</b><br>→ read more                | <b>Maintaining personal safety when using ICT.</b><br>→ read more | <b>Identifying risks and using safe practices</b><br>→ read more | <b>Making safe choices when using ICT.</b><br>→ read more            | <b>Strategies for managing cybersafety risks</b><br>→ read more | <b>Society and media influence on personal safety</b><br>→ read more   | <b>Contemporary cybercitizenship issues.</b><br>→ read more   |
| <b>RESPONSIBLE</b><br>Understand, follow and promote cybersafety guidelines which support community safety and wellbeing | <b>Family and group guidelines for using ICT.</b><br>→ read more | <b>Guidelines for responsible use of ICT.</b><br>→ read more      | <b>Promoting socially healthy use of ICT.</b><br>→ read more     | <b>Encouraging cybersafety with peers and family.</b><br>→ read more | <b>Cybersafety practices within peer groups.</b><br>→ read more | <b>The rights and responsibilities of users of ICT.</b><br>→ read more | <b>Action which enhances cybercitizenship.</b><br>→ read more |

# HW & digital citizenship



Starts when children first use ICT.

Is developmentally appropriate.

Includes:

- Online safety and security

- Digital literacy

- Media literacy

- Information literacy

Core content needs to be free online.

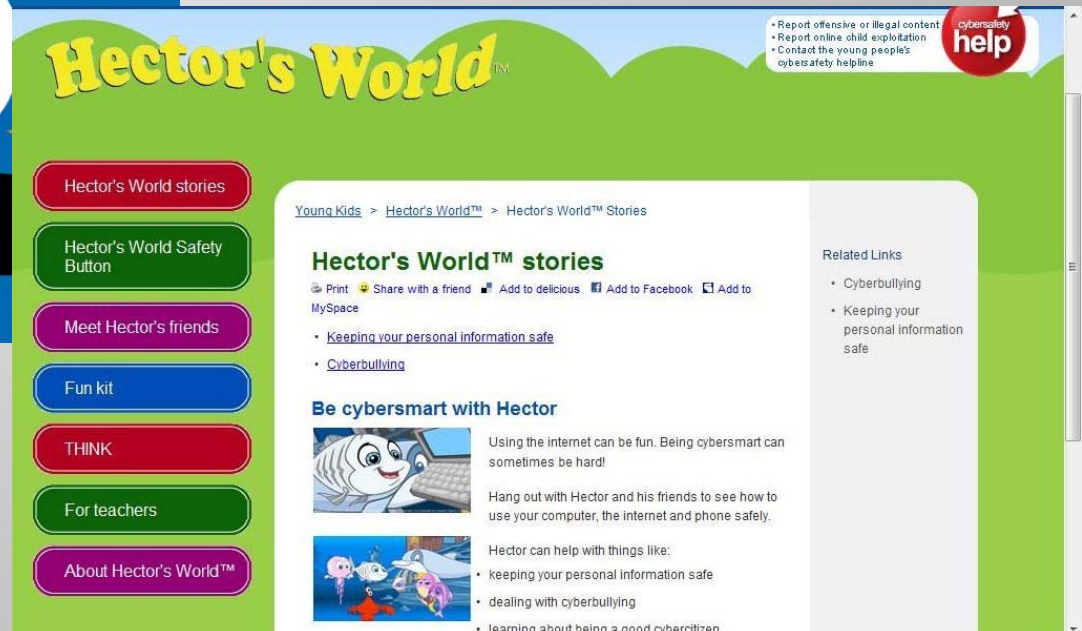
Is sustainable as a social venture.

# HW Education Partners

## CEOP Centre in UK



## The ACMA in AU





The magic of Hector's World is the characters





# Digital content to educate and entertain...



# A 'rich' virtual world for the classroom

[www.hectorsworld.com](http://www.hectorsworld.com)

MAP





# Exploration & learning in a community

MAP



# Soon the TV studio and more...

MAP



*Thank  
you!*