



ASX Announcement

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VICTORIAN MOBILE PHONE BAN, IMPACTS & OPPORTUNITIES

Family Zone Cyber Safety Ltd (ASX: FZO, Family Zone or the Company) is pleased to update the market on the recent announcement by the Victorian State Government with respect to mobile phone use at schools.

It has been announced this week that mobile phones will be banned from Victorian state primary and secondary schools from the first term of 2020. The Victorian Education Department has further advised that it will work with principals in 2019 to develop detailed advice ahead of the policy's launch. The policy will be reviewed at the end of 2020.

Family Zone's position on mobile phone plans

Family Zone is supportive of the 'out of sight' policies, however, over the many years the Company has been working with schools, we have not seen blanket bans truly work. In fact, we have seen them overturned through parent protest and the bans are often and easily resisted and ignored by parents and students.

In our recent submission to the NSW study into the use of mobile phones in schools, Family Zone articulated the practical realities and challenges of mobile phone bans. These include the following:

1. As evidenced through feedback to this week's Victorian announcement, many educators and experts believe that bans take away an opportunity for students to learn how to self-manage a device and limit opportunities for rich learning experiences.
2. Many parents express a need to contact their children for logistics or health reasons.
3. Because of desires to be in contact, many parents ignore or are complicit in ignoring school phone bans.
4. Many children will ignore mobile phone bans, particularly as they get older, and they can easily hide connected devices in their bags and jackets.
5. Often students can readily contact each other including making voice calls on the school mandated iPad or computer (which can run popular social apps like Facebook and WhatsApp).
6. Secondary schools include many 18 year old students, able to purchase their own phone plans creating another challenge for parents and schools to enforce bans.
7. Increasingly children are taking connected wearables to school such as smart watches, making phone bans irrelevant.



8. Increasingly students are turning on WiFi hotspots on mobile phones stored in their bags or pockets, permitting them to easily bypass school policy without being 'caught'.
9. The practicalities of 'out-of-sight' policies are enormously challenging. For example, where do schools secure the devices, what happens if they are broken or lost and if devices are required to be stored in lockers, what happens if they're stolen?
10. Mobile phone bans can mask cyber safety challenges and simply push responsibility onto busy and unprepared parents. In many homes, the child's primary internet connected device is the device required to be purchased by the school causing resentment by parents of cyber issues seemingly being thrust on them by the school.

Family Zone's Holistic Solution

Family Zone's view is that out-of-sight policies are a blunt tool to support the objectives of schools when dealing with the use of personal technology. These policy objectives are:

- Ensuring students have access to suitable technology to support learning when required;
- Ensuring students are focused on learning and not distracted during class and transitions;
- Ensuring students are behaving appropriately during breaks;
- Reducing cyberbullying during school and support duty of care;
- Supporting parents and building a cyber safe, healthy and resilient community;
- Ensuring students are prepared for the world when they leave school;
- Supporting parents and students' needs to be in contact;
- Ensuring the chosen policy is affordable within school budgets; and
- Ensuring the chosen policy is supported by such a proportion of the parent community that it is capable of implementation.

Family Zone's view, based on extensive implementations, is that these policy objectives can only be properly addressed through a holistic and balanced approach.

Family Zone's world-leading approach, in simple terms, involves the installation of technology on any personal and learning devices that may come to school. This technology lets school policy reign during school time and empowers parents and the school to keep track of the location and usage of these devices. After school, parents can opt-in to default or custom parental controls, entirely at their own discretion.

Family Zone further supports parents with educational material and provides schools, parents and students with access to world-leading cyber safety experts who run regular cyber education programs.

Family Zone supports the entire school community to build a cyber safe culture. When implemented alongside measured out-of-sight policies, communities achieve the best possible outcomes.



Commercial Opportunities Abound

The proposed policy by the Victorian Government creates numerous opportunities for Family Zone.

Regular media attention is expected as this policy progresses to implementation. The publicity of school cyber safety creates opportunities for Family Zone's marketing and sales teams to engage with the media, with schools, school associations and State Governments.

In many schools today mobile phone bans are in place. These schools are familiar with the limitations of blanket bans and Family Zone is in discussions with many of them. In schools new to such policies an opportunity exists for Family Zone to engage with these schools as they work through the implications and the 'gaps' left by blanket bans.

Further, we expect the implementation of phone bans will significantly enhance the value of Family Zone's SpotShield service (announced to the ASX on 11 June 2019).

SpotShield supports schools to deal with the massive challenges of students Hot Spotting in schools. In effect when enabled, SpotShield permits schools to force students to install our on-device agents (apps and applications) on student learning devices. These Family Zone agents enforce school policy during school time and support parental control choices after school.

Implementation of SpotShield creates a seamless opportunity for schools to promote installation of Family Zone's agents on student personal devices. Doing so permits parents and schools to monitor breaches of school/government policy.

About Family Zone

Family Zone is an ASX-listed technology company focused on cyber safety. Meeting a growing demand to keep kids safe online and manage digital lifestyles, Family Zone has developed a unique and innovative cloud-based solution which combines Australian innovation with leading global technology.

To learn more about the Family Zone platform and the Company please visit www.familyzone.com.

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