



# ASX Announcement

PERTH - 27 APRIL 2017

## Family Zone partners with the Alannah & Madeline Foundation

- **Family Zone and the Alannah & Madeline form a strategic partnership.**
- **The Alannah & Madeline Foundation is Australia's leader in cyber safety education, offering services to 2,200 schools and more than 60% of public libraries across Australia. The Foundation will offer age-appropriate custom cyber safety packages to parents and schools through the Family Zone platform and will promote these packages through its network.**
- **The partnership adds value to Family Zone's offer via the Alannah & Madeline Foundation's eSmart and Connect initiatives.**
- **Partnership will focus initially on Australia prior to overseas expansion.**

Family Zone Cyber Safety Ltd (ASX: FZO, **Family Zone** or the **Company**) is pleased to announce a partnership with Australian charity the Alannah & Madeline Foundation.

The partnership will provide parents and schools with the opportunity to subscribe to the Foundation's cyber safety settings within the Family Zone, leveraging their expertise in cyber safety training and advice to the community.

Family Zone Managing Director, Tim Levy, said:

*"We are honoured to be working with such a respected organisation as the Alannah & Madeline Foundation.*

*Combining the Foundation's eSmart digital literacy and cyber safety education programs with Family Zone's ecosystem approach of keeping kids safe provides Australian parents with a unique and holistic approach to addressing this modern day challenge."*

The Alannah & Madeline Foundation CEO, Lesley Podesta, said:

*"We know that one in five children is bullied and that one in seven children is cyber bullied in Australia and we know that parents are desperate for information about ways to support their children online.*

*We are thrilled to have the opportunity to work with Family Zone and reach more parents and carers with the aim of helping children navigate cyber risks. Our Connect Speaker and Consultancy Service and our eSmart programs are proven to support children and communities by educating them on smart, safe and responsible behaviours online."*



## BACKGROUND

Kids are now living in a 24x7 connected world. Technology provides our children with numerous benefits in education, play and communication, but it also brings many risks such as access to inappropriate content, excessive online usage and cyber bullying to name just a few.

Parents have struggled with how to monitor and control what their kids access at home and outside in a simple, ubiquitous and cost effective way. The advent of school BYOD (Bring Your Own Device) programmes has exacerbated the problem in recent years and blurred the lines of cyber safety responsibility between a parent and school.

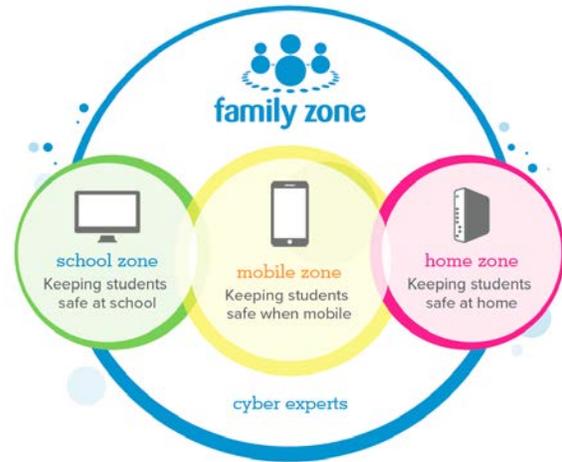
This modern-day challenge is solvable only through a combination of ongoing education for teachers, parents and kids with tools that provide parents with peace of mind wherever and on whatever device their child accesses the internet.

## FAMILY ZONE'S CYBER EXPERT PROGRAM

Family Zone was created by parents to address the lack of a universal approach to keeping our kids safe online.

For Family Zone to truly succeed where others have failed, the Company realised it had to provide a solution that addresses the use of any technology by our kids, irrespective of whether they are at home, on the mobile network or connected at school.

Importantly, Family Zone was established with a recognition that technology is only part of the solution. Parents, children and schools need guidance, education and support from experts.



It is common knowledge that parents are time poor and often overwhelmed by gadgets, apps and the way their kids engage with technology. Keeping up with the constant release of new apps, many designed to deceive parents about their true nature, is an almost impossible task in itself.

It was for this reason that Family Zone launched its Cyber Expert program, allowing the Company to work closely with leading independent experts in cyber safety matters. Cyber Experts help teachers, parents, children and communities where no help had previously been available, via education, advice and ongoing school engagement.

Together Family Zone and our Cyber Experts provide parents with a completely unique and integrated approach: the best technology in conjunction with tailored education, ongoing parental advice about how to engage with kids in their online world, proactive updates as new apps are released and so much more.



## PARTNERSHIP OBJECTIVES

The fundamental partnership goal is to create greater awareness of cyber safety issues throughout Australia and provide a compelling solution that leverages both organisations' unique capabilities.

The Alannah & Madeline Foundation will utilise its expertise to create age-appropriate custom cyber safety packages within the Family Zone platform and promote these packages through its networks. Parents and schools will have the choice to subscribe to custom packages provided by the Foundation through the Family Zone platform, thereby addressing the challenges that many Australian parents face today and creating a targeted distribution channel for Family Zone's products.

Family Zone's ecosystem approach, in conjunction with the Foundation's extensive reach and eSmart Education framework, will provide Australians with the tools and support to keep their kids safe online.

The two organisations see additional exciting opportunities in the future both locally and overseas to jointly promote cyber safety issues and respective solutions.

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### 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](http://www.familyzone.com).

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### About The Alannah Madeline Foundation

The Alannah & Madeline Foundation is a national charity focusing on protecting children from violence and bullying.

The Foundation cares for children who have experienced or witnessed serious violence; works to reduce the incidence of bullying, cyber bullying and other cyber risks; and advocates for the safety and wellbeing of children.

The Foundation was set up in memory of Alannah and Madeline Mikac, aged six and three, who were tragically killed with their mother and 32 others at Port Arthur, Tasmania on 28<sup>th</sup> April 1996.



The Foundation's eSmart online safety programs are in one third of all Australian schools, and more than 60% of all Australian public libraries.

It supports 10,000 children in refuges or foster homes escaping violence across Australia every year and has delivered 70,000 Buddy Bags to children in emergency accomodation.

More than 200,000 children are registered for the eSmart Digital License which aims to ensure that they are equipped to navigate cyber bullying and other cyber risks.

The Foundation is proud to have helped 2 million children through its care, prevention and advocacy work.

To learn more about the Alannah & Madeline Foundation, please visit [www.amf.org.au](http://www.amf.org.au)

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