

# MEDIA RELEASE/ANNOUNCEMENT

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## Media Contact

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## Key Information

Released today, Cyber Safety Dash is a free web-based game for 6–11-year-olds focused on building an understanding of cyber safety and digital awareness.

Children and young people are online early in life - whether it's through online gaming, social media or for school - and while there are positives of online activity, there are also a lot of negatives, especially in terms of mental health and personal wellbeing and safety.

With 1 in 4 experiencing cyberbullying, children being exposed to disturbing content including photos and sexting, unwanted contact, and increasingly being targeted by cyber criminals, Cyber Safety Dash aims to teach basic principles across the themes of cybersecurity, cyber safety, and cyberbullying, and to give parents and caregivers a tool to help start a conversation about these important topics in a fun way.

Set in 'cyberspace', players need to protect their character, Data, as they dash through the game, keeping their cyber shields whilst they avoid and battle cyber villains – Virus, Phisher, Bully and Hacker. With 28 rotating cyber-related questions, the game can be played multiple times as children build-up their knowledge. Designed to be played with parents or caregivers (recommended for younger children), the game can also be played by children on their own and used by educators to support their activities.

An initiative of Mockingbird Consultancy, in collaboration with Monkeystack and OpSys Australia, the game is available from <https://www.mockingbirdconsultancy.com.au/cyber-safety-dash>, and can be played on a smartphone, tablet, laptop/desktop.

## Background

*Mockingbird Consultancy* provides boutique services in business development; marketing and communications; strategy and planning; government and stakeholder engagement, and partnership management to help clients achieve their business aspirations in an uncompromising and personalised way.

*Monkeystack* is an award-winning studio based in South Australia that produces animation, experience and games that entertain, engage and educate. Their diverse team of artists, animators, designers and developers connect audiences with narratives through solutions that involve screen-based content, innovative technology, and spatial and physical installations. Monkeystack has mastered the art of weaving character and personality into every project to build memorable and motivating content and experiences that ring true with their clients, their brand and their audience.

Australian owned and operated, *OpSys Australia* is a multi-disciplined team built around the core aim of partnering to improve business digital strategy. OpSys offers a range of

secure IT solutions for businesses of every size, with OpSys Cyber providing world-class security expertise and industry leading technology, to help clients build their cyber resilience.

### **Quotes Attributed To:**

#### **Nina Parletta, Founder, Mockingbird Consultancy**

“Recognising children and young people are online early in life, Cyber Safety Dash was created with the aim to help build cyber safety and digital awareness in children and to build their personal resilience, in a fun and engaging way.

There has been such a strong focus on ensuring that businesses and adults are cyber resilient, especially after recent cyber-attacks, but in a time where technology continues to advance, we have a responsibility to ensure that children and young people are aware of what happens online and what to do if something goes wrong.

If the game helps one child understand the basic principles of cyber safety, gives them the knowledge to protect themselves online, or helps parents or caregivers start a conversation on cyber safety, it has done its job.”

#### **Justin Wight, CEO and Co-Founder, Monkeystack**

“At Monkeystack, we like to say that we’re good people who like to work with other good people to make good things. Collaborating with Mockingbird Consultancy to produce Cyber Safety Dash was a natural fit for Monkeystack’s experience in developing serious games that deliver important messages while entertaining and engaging an audience.”

#### **Matthew Fabri, Managing Director, OpSys Australia**

“Having been involved in IT and cyber security for more than 20 years, I have seen the environment change, with more opportunities for children and young people to be online and platforms designed specifically for them. As a parent, I know how difficult it is to be across what your kids are doing online all the time, but the risk is real.

Working with schools and helping to bridge the cyber gap, I saw Cyber Safety Dash as the perfect fit for OpSys to help educate school kids about cyber safety and get them interested in the potential of cyber security as a career.”