



Digital Strategy - Creating Our Digital Future

The Digital Strategy is New Zealand's plan to create a digital future for all New Zealanders by maximising the opportunities that Information and Communications Technologies (ICT) provide. New Zealand will be a world leader in using information and technology to realise its economic, social, environmental, and cultural goals, to the benefit of its people.

The Digital Strategy is made up of three key enablers:

Content - Information made available through digital networks. "Information" encompasses heritage collections, Māori language resources, research databases, and traditional and contemporary cultural products.

Confidence - Developing the necessary skills at all ages, in all parts of society, to use and participate in ICT effectively. Confidence encompasses addressing the challenges that may slow ICT uptake such as spam and electronic crime.

Connection - Affordable access to viable ICT infrastructure such as telecommunications networks, computers, mobile phones and other devices. Utilising ICT to create virtual environments in which communities can connect, especially communities faced with geographic challenges.

Content provides the reason, **confidence** provides the skills and trust, and being **connected** provides the means.

Community Partnership Fund - Unlocking the Potential of Communities

ICT can be used to bring communities closer together, to build the capacity of individuals and groups, extend existing services to isolated communities, or to those excluded from participating fully, and increase participation in the democratic process.

Through the Community Partnership Fund, the government has provided \$17.4 million seed funding to partly fund 119 community driven initiatives that will improve people's capability and skills to use ICT, develop digital content and connect communities.

Partnerships between community, local government, businesses, and government have brought further contributions of over \$30 million to complete the projects.

The Community Partnership Fund supports projects that focus on:

- building ICT skills and capability in regions and communities;
- mapping communities' ICT assets and identifying priority gaps;
- strengthening community projects through the use of ICT;
- connecting communities of interest online;
- addressing issues of confidence, such as safety and security, in using ICT; and
- smart ways to digitise and link content and use technology applications in our communities around New Zealand.

Internet Safety Group Inc. – Hector's World

Helping Kids Surf the Internet Safely

NetSafe, the programme of New Zealand's Internet Safety Group (ISG), is cybersafety education for all New Zealanders - children, parents, schools, community organisations and businesses.

NetSafe educates all New Zealanders about safety and security with the full range of Information and Communications Technologies (ICT), including computers that are connected to the Internet and mobile phones.

It is vital to offer children practical safety and security skills as soon as they begin to access the Internet, thus empowering them to behave ethically and wisely online.

The age of children who access and become adept with ICT is getting younger and younger.

Young children have limited ability to identify and understand online risks, or the effect of their online actions on others.

Many children, even at a very young age, may be more adept at using ICT than their parents, and as a result may not be receiving adequate supervision.

To help address these important issues, Hector's World™ Ltd, a subsidiary of ISG, in partnership with the ICEHOUSE, Microsoft NZ, Inkspot Digital Limited, and the Ministry of Education, has created Hector's World™. This initiative uses Hector Protector® and his marine friends to educate children about safe and responsible use of ICT.

The Community Partnership Fund has supported the creation of a series of animated episodes of Hector's World™, along with supporting educational materials to help integrate the episodes into homes and classrooms throughout New Zealand and around the world. Created with a distinctly New Zealand flavour, the shows feature a group of lovable characters living in a beautiful undersea world where ICT is a part of everyday life. Each episode deftly reflects the diversity and values of our society and helps to teach children about risks online and how to stay safe.

The Hector's World™ concept has led to the creation of the child-activated Hector's World Safety Button™, which installs a character from Hector's World™ in the upper right-hand corner of the computer screen. If something worrying or upsetting comes on the screen, a child can just click on the character, who then covers the screen with a beautiful underwater scene and gives the child a positive message for clicking on the button, while encouraging them to get adult help.

The Hector's World™ episodes and resources have attracted international attention and are being sought after by people around the world. Resources are being converted into a variety of languages, including Māori and Spanish.

