

# Hector's World® helps Kiwi children deal with cyberbullying

Media release from Hector's World Ltd.

Embargoed until Monday 7 September New Zealand

New cyberbullying resources are being launched today for children, teachers and parents, and are free online at Kiwi website [www.hectorsworld.com](http://www.hectorsworld.com). These are the latest animated resources with Hector and his friends from New Zealand's Hector's World®, which helps children 2-9 years old stay safe online and learn about digital citizenship.

The new resources are designed for primary school aged children and include:

- an interactive animated episode
- a music video
- a song
- colourful song sheets
- teacher lesson plans for three different age groups.



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Liz Butterfield, Managing Director of Hector's World Limited, says "It is very important that children in primary school understand what cyberbullying is, and that help is available for those who have been targeted. Messages to bystanders about how to support someone who has been victimised can assist in bringing this often hidden problem to light where it can be resolved in a caring way. Hector's World is able to deliver these serious messages in an entertaining format that has lasting impact with young children."

The Australian Communications and Media Authority (the ACMA) sponsored the new resources and launched them at a primary school in Sydney last week. Hector's World® is the ACMA's flagship program for young children aged 2 to 10 years.

ACMA Chairman Chris Chapman says "Hector's World is an internationally-recognised online safety education resource and we are delighted to partner with New Zealand charity Hector's World Limited, to create a new episode and bring these inspirational and engaging characters to Australian children".

Hector's World resources exemplify Kiwi innovation in both the field of education and in digital media. The animation team is led by Mark Saunders, Creative Director of Inkspot Digital Ltd. The wonderful soloists on the song and music video are students at Papatoetoe High School. Ms Butterfield says, "We try to showcase New Zealand talent wherever possible, from the world-class animators to the actors who bring these characters to life."

Ends

Contact: Liz Butterfield 021 72 5864 or [LizB@hectorsworld.co.nz](mailto:LizB@hectorsworld.co.nz)

Higher resolution images are available on request.

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## Background

### What is Hector's World®?

Hector's World® is a visually stunning, effective digital citizenship education programme for children aged 2-9 years and their families. Hector's World® Ltd. (HWL) is a New Zealand charity and a social entrepreneurship venture.



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### New Cyberbullying Resources

Pitched at children (4-9 years old), the interactive episode explores the impact that cyberbullying can have on someone and encourages targets of cyberbullying to talk to a trusted adult for help. In this episode, two friends deface a photograph of one of the main Hector's World® characters, Ming—a clam, and repeatedly forward the image to Ming and her circle of friends via mobile phone and the internet. The story encourages bystanders to see cyberbullying as unacceptable behaviour and to support the young person being targeted to get help.

### Hector's World® in Australia

Hector's World® is the Australian Communications and Media Authority's key online safety resource for young children. HW was launched on their website [www.cybersmart.gov.au](http://www.cybersmart.gov.au) in July 2009, and is part of a suite of cybersafety resources available to teachers for use in the classroom.

### Hector's World® in the UK

Hector's World® is in widespread use across UK primary schools through partner The Child Exploitation and Online Protection (CEOP) Centre. Hector's World® is CEOP's key resource for 5-7 year olds. The CEOP Centre uses a multi-pronged approach to tackle the sexual abuse of children online which includes gathering and sharing intelligence, executing operations, and harm reduction through their Thinkuknow education programme (<http://www.thinkuknow.co.uk/>).

### Who leads Hector's World®?

Liz Butterfield is the Managing Director of Hector's World and previously managed NetSafe, New Zealand's cybersafety organisation, from its inception in 1998 until 2006. In 2003, Liz was made a Member of the New Zealand Order of Merit for her work in the field of internet safety, and was also awarded the NetGuide 'Living Legend' Web Award for her contribution to the internet industry. In 2006, she was made the first female 'Internet Fellow' by InternetNZ, the body that oversees the internet in New Zealand.

### Funding of Hector's World®

These new cyberbullying resources were sponsored by the Australian Communications and Media Authority. Hector's World has been developed with assistance from funding partners, including New Zealand's Ministry of Education, the Digital Strategy's Community Partnership Fund, InternetNZ, the Tindall Foundation and more; and from corporate partners like Telecom and previous Foundation Sponsor Microsoft NZ.