

SUPERCLUBS PLUS

WHAT, HOW, WHY



SuperClubsPLUS is a safe, social learning network for children 6–12 years, a place where they meet friends, have fun, develop ICT skills and work with other children across the world on educational projects. It is Australia's and New Zealand's only fully mediated and protected social learning network for primary children.

www.SuperClubsPLUS.com.au - www.SuperClubsPLUS.co.nz

What it is, how it works and why it's important.

SuperClubsPLUS is a training ground for young children as they learn how to be responsible, keep safe and have fun online. It's a protected site where only 'real' children have access; and where all activity is mediated by highly trained staff.

SuperClubsPLUS provides children with a skills-based ICT programme, with 'Stars' mapped to ICT outcomes in all Australian States, in New Zealand and the UK. So, if a child gains all their 'Stars' they will have met the outcomes for up to 90% of their ICT curriculum. They often go further developing skills far beyond expectations at school.

Children quickly get immersed, unaware they are learning. They typically spend up to 2 hours each day on their 'home' pages, projects, earning Stars and discussing ideas with other kids from around the world.

They love to participate in Hot Seats, where they talk with someone of note. Recent Hot Seats have included children's authors such as Morris Gleitzman, Andy Griffiths and Kate

Forsyth, as well as a senior female Qantas pilot, a popular scientist (Dr Karl) and a marine (reef) conservationist.

Teachers need not be active in the site day-to-day. Some sign up and let the site (and mediators) do the rest. There are no skills, technical or otherwise, to acquire before their children can make a start.

From the first time they login, students are stepped through how to use the site and get their initial 'Star' (their White Star - for cybersafety). The site is carefully crafted to give young children the skills, incrementally and when they are ready.

Members of the Tech Team look out for 'newbies' to help, showing them 'cool stuff' and answering questions. TT members are a bunch of high achievers whose charter is to help others on the site. This peer-based mentoring system works really well.

SuperClubsPLUS often provides children with their first experience of a social network, training

them how to be safe and responsible, so when they do join other, unsafe, networks (and they will) they will take the lessons learned in SuperClubsPLUS and apply them to these other sites.

Children get really excited to find there are thousands all over the world who are interested in what they have to say – on topics from conserving the planet, to climate change, to Twilight, to the devastation of the Bush Fires in 2009 and the community rebuilding following.

SuperClubsPLUS is funded by Telstra Foundation as part of their Spotlight on Cybersafety. It is also supported by the Victorian Dept of Education and Early Childhood Development. Other partners include Alannah and Madeline Foundation, the State Library of Victoria, the Australian Communications and Media Authority, South Australian Dept of Education and Training, NetSafe and the Melbourne Writers Festival.



**For children,
by children.
The world
over.**

SuperClubsPLUS is a social learning network, similar in some ways to many other 13+ social networks – except that it is Australia's and New Zealand's only fully mediated, completely safe website for children six to 12 years of age, one that is fun as well as educational. In particular, it effectively teaches children how to keep themselves safe online with 95% of kids who spend four months or more on SuperClubsPLUS learning and practising 'safe online' behaviours no matter where they go on the internet.

5 Reasons why..

Choosing SuperClubsPLUS – what does it offer you?

1 Cybersafety

SuperClubsPLUS provides a developmental learning process, where children learn the strategies and behaviours to keep themselves safe online over months, even years, all under the watchful eyes of highly trained mediators.

2 ICT

SuperClubsPLUS provides children with a self-paced, motivating and authentic way to develop and practise up to 90% of the skills specified in their ICT curriculum.

3 Literacy, Citizenship and more

SuperClubsPLUS is a rich and authentic space for children to learn the critical literacy, social and information skills to thrive in the online world.

4 A voice.. and a global audience

SuperClubsPLUS provides the youngest of children a voice and an opportunity to make a real contribution on any number of issues, from climate change to who is going to make the school team.

5 Kids love it

SuperClubsPLUS is an online space, 'for children, by children'. Kids regard it as their own, safe place, where they can talk with friends, create 'home' pages, develop personal profiles, enter competitions, work on projects, collect badges and just hang out and have fun.



Virtual Badges

Children love to collect the SuperClubs badges, telling the world about their online achievements.



What Teachers say

SuperClubsPLUS teaches more than just computer skills. It provides students with a moral compass for safe internet use. It teaches students problem solving skills and provides students with an authentic purpose for both reading and writing. I have students in my class who struggle to write a few sentences on paper in class yet they have started emailing me several times a day now. When I asked (my children) 'what do you love about it?', they said Everything! 'What's your favourite part?' Everything! 'Why should other schools do it?' Because it's fun!!

It has taken off like wildfire in my class. The kids are on it at every opportunity. It is great to see them working through to get their stars and improving their IT skills. I have been surprised that some of my less capable and less motivated children have shot away with it. Parents were most impressed. Having seen the damage that cyberbullying can do I really think this program is a must for all schools. It should significantly reduce the amount of cyberbullying. I could go on and on, the potential is huge.

Perhaps the most important aspect of SuperClubsPLUS is that it is fun. My students love it! A recent survey of my class showed the majority had already had experience with Facebook, My Space or MSN. Many were using these sites almost daily, without any concept of the dangers. After two weeks of SuperClubsPLUS these same students had not returned to their previous sites and had shifted their allegiance.

My kids are loving SuperClubsPLUS. They are only little guys but they are using it confidently at home and asking questions all the time. My little integration child just asked his aid to send him an email tonight. Barbara responded by saying she would try but she wasn't that good yet. He gave her his promise to help her as much as he could. It is just blowing my mind! Three days after I introduced the program to the kids I had three seven year olds burst into the classroom to tell me, "I've started my home page and I've got my red star!".

The research says

What can the latest research tell you about SuperClubsPLUS?

Children learn how to be safe online

98% of children in SuperClubsPLUS have learned what to do in the event of feeling unsafe online.

Children transfer their learning

95% of students aged 8-10 years practice safe online behaviours learned in SuperClubsPLUS and transfer these behaviours to other sites.

How long does it take?

Children in SuperClubsPLUS typically require 4-6 active months on the site to adopt and apply safe online behaviours.

Schools become safer online

Schools start to reduce their children's unsafe online behaviours soon after becoming active users of SuperClubsPLUS, and with sustained use, these behaviours disappear almost completely from the school.

ICT learning

84% of teachers say that SuperClubsPLUS helps children meet a majority of curriculum outcomes in ICT for primary years.

Teachers say it works

98% of teachers state that SuperClubsPLUS facilitates effective cybersafety learning in children.

Motivating and engaging

89% of teachers consider SuperClubsPLUS to be a motivating and engaging learning environment for children.

Because its fun!

Children spend time in SuperClubsPLUS because it is fun. 70% children spend most of their time in SuperClubsPLUS making their 'home' pages and 64% earning badges and awards.

30 – 60 every day

Most children spend between 30 and 60 minutes each weekday and weekend day on SuperClubsPLUS. 25% of children spend 2+ hours a day at the weekend on the site.

At school and at home

Children largely spend time in SuperClubsPLUS of their own choosing, with 70% mostly accessing SuperClubsPLUS at home.

SuperClubsPLUS
works with an
impressive array
of partners and
collaborators,
including...

Telstra Foundation
Telstra
TelstraClear NZ
Dept of Education and Early
Childhood Development, Victoria
The Australian Communications
and Media Authority

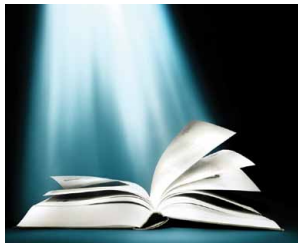
State Library of Victoria
South Australian Dept of Education
and Training
Cool Melbourne
La Trobe University, Melbourne
NAPCAN and SOSO
Melbourne Zoo

Alannah and Madeline
Foundation
NetSafe NZ
Dept of Education and
Training ACT
Education Services Australia
Dept of Education and
Training NT

Check out what's on in SuperClubsPLUS in 2010

Book of Light 2010

The Book of Light is an initiative borne out of Black Saturday on 7 February 2009 marking the worst ever bushfires in Victoria. David Moffat, then Group Managing Director for Telstra, supported by the Victorian Dept of



Education and Early Childhood Education, provided young children with the opportunity to record the regeneration

of their communities using SuperClubsPLUS. The interactive Book of Light is a collection of video, children's stories, art work and their thoughts and feelings in the months following the fires.

Online Literary Festival

In October 2010, SuperClubsPLUS is teaming up with the State Library of Victoria and the Melbourne Writers Festival to deliver the SuperClubsPLUS Online Literary Festival. For 2 weeks kids will workshop their writing with authors, enter literary competitions, interview professional writers and join together around a love of books, illustration, reading and writing.



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Extreme Maths

Following the success of Extreme Maths in 2009, SuperClubsPLUS is launching Extreme Maths 2010. EM is a special set of fun and challenging activities to coincide with national Literacy and Numeracy week. Last year it 'went off' with hundreds of kids setting problems for others to solve and giving tips on how to be good at maths.



EllyK: Maths is my favourite subject. I know my Times tables, adding, subtraction, tradding and lots more. I like solving problems and cracking codes. When i don't understand something i ask my friends to help me and i like helping my friends when they don't understand something. I think maths is the best and fun do you?

Hot Seats

The SuperClubsPLUS Hot Seats have become an amazing phenomenon and for 2010 there is an exciting line up of special Literary Hot Seats, one each month. They kick off with Sophie Lee (Australian actor turned children's writer), followed by Hazel Edwards (of 'There's a Hippopotamus on our Roof Eating Cake' fame).

There are also specialist Hot Seats in between, including an Aussie-rules footballer, illustrator, zoologist and even a well known politician! The insert picture shows Laura, a reef conservationist who conducted her Hot Seat interview last year whilst swimming in a special aquarium, answering questions 'live' as she swam!



What children say

Micheal, 8

I really enjoy superclubs because you can earn awards, learn how to do things and a few more things. My favourite part is updating your homepages and earning awards. I also like that it is only for children. I like that you can make new friends.



Tyler, 8

Yes! I am having a blast! I love superclubsplus last year I went to a school that didnt have it and I never went on the computer! But now im the computer everyday! So.. I would just like to thank whoeva made it up..for making my life better!



Nicole, 10

I like superclubs because you can show people what you like. You can also make friends on the other side of the world. It is so fun, I try to go on whenever I can.



SUPERCLUBSPLUS