

City of Logan 2019 Safe City Logan Symposium Sponsorship Information

Background

Through the City of Logan Safe City Strategy and Action Plan 2016-2020, Logan City Council has committed to delivering a yearly Community Safety Symposium, with focus on a different priority community safety issue each year.

The Safe City Logan Symposium was first established in 2015 and is hosted at Griffith University, Logan Campus. The purpose of this initiative is to bring together a range of specialised and expert speakers with the aim of increasing awareness and education to vested members of the City of Logan on a priority community safety issue.

The 2019 Safe City Logan Symposium will be held at Griffith University - Logan Campus, on Thursday, 27 June from 8:30am – 4:00pm. The focus topic for the 2019 Symposium is Cyber Safety.

Why Cyber Safety?

Cyber Safety is a complex problem that has gained national media attention over the last few years. The rise of social media tools and technological advancements present some serious challenges for law enforcement, government agencies, private businesses and everyday citizens in relation to cyber safety. Online bullying, online fraud, identity theft, online sexual exploitation and child grooming are just some of the cyber safety issues of concern at the national, state and local levels.

The facts:

The following information has been drawn from the results of a study undertaken in 2016 by the Office of the eSafety Commissioner:

- 99% of parents with children aged 2 to 17 years have an internet connection in the home. These homes use a range of technologies including; Wi-Fi (88%), smart TVs (62%), smart speakers (17%) and internet-enabled home security (17%);
- 81% of parents with pre-school children aged 2 to 5 years say their children use the internet and of these parents, 94% reported that their child was already using the internet by the age of 4 years;
- 52% of parents with children (aged 6 to 12 years) and 68% of parents with teens (aged 13 to 17 years) believe their children spend too much time online. Parents reported this was most apparent for children when playing online games, using social media and streaming TV shows.
- Australians who are aged 50 to 69 years are significantly more engaged with the internet than their older counterparts. Those who are 70+ years cited lack of trust, confidence, computer skills and personal relevance for their digital disengagement. Older Australians are more fearful of the risks associated with going online compared to the general population. Most commonly, these fears stem from security concerns and a lack of

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technical skills. Almost half of those who were involved in the study by the eSafety Commission reported having been exposed to a computer virus, scam, or having their credit card or personal information stolen while online.

Similarly, a study undertaken by the e-Safety Commission (insert year) found that:

- 25% of young people aged 8-17 years reported that they had been contacted by someone they did not know online;
- 21% reported being left out by others online;
- 19% have experienced online gossip and name calling online;
- 13% have received repeated unwanted online messages from someone; and

13% have had lies/rumours spread about them through online channels. **Audience and Objectives**

The target audience of the Safe City Logan Symposium are:

1. Employees of government and community organisations both directly and indirectly working in the Cyber Safety space within the City of Logan; and
2. Students studying across the human / social services, criminology or other relevant disciplines.

The key objectives for bringing these target groups together are:

- To provide participants with a greater knowledge, understanding and practical capabilities in relation to the topic of Cyber Safety via the expert speakers who will present at the Symposium;
- To better equip participants with the information required to deal with Cyber Safety related situations, particularly in the City of Logan; and
- To create a stronger and more integrated City of Logan community response to Cyber Safety by bringing together all interested parties and increasing their capacity as individuals and as a collective, to address this particular issue in our city.

It is anticipated that between 150 and 250 people will attend the 2019 Symposium, based on attendance at previous year's events. Participants will need to register ahead of time to attend the event.

Budget

Funding to deliver the 2019 Safe City Logan Symposium will be allocated from Council's Crime Prevention Budget (\$10,000), however this funding amount will unlikely cover all costs associated with the delivery of the Symposium.

As at December 2018 the current budget predictions are as follows:

Item	Cost
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Master of Ceremonies (MC)	\$2,000
Guest Speakers (e.g. transport and accommodation)	\$3,500
Printing of Programs and Attendee Packs	\$1,000
Event Marketing and Advertising	\$500
Catering	\$6,000
Total	\$13,000

There will not be any cost to register and attend the event for two main reasons:

1. The view that this event and the topic of Cyber Safety will address a pertinent issue within the Logan community; and
2. Charging community organisations and students to participate would potentially limit attendance.

Sponsorship

The 2019 Safe City Logan Symposium Working Group is seeking corporate monetary sponsorship from local Logan organisations and businesses to help cover the costs associated with delivery of the Symposium, as outlined above.

How will your organisation or business benefit from sponsoring this event?

All organisations and businesses who sponsor the 2019 Safe City Logan Symposium will benefit by:

- Being associated with and being seen to be supportive of an evolving cornerstone event addressing community safety in the City of Logan;
- Showing their commitment to creating a safer community in the City of Logan; and
- Most importantly, being recognised as an advocate for preventing and addressing the issue of Cyber Safety throughout the City of Logan.

Tiers of sponsorship

Sponsorship for the 2019 Safe City Logan Symposium will be based on a three-tier system as outlined below.

Note: The inclusions of each level of sponsorship are subject to change. A formal sponsorship agreement will be entered into with specific inclusions once a commitment has been confirmed between Logan City Council and the sponsor.

Tier 1 - Gold sponsor

Donations of \$5000+, includes:

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- Logo on all marketing material used to promote the event;
- Logo featured under 'gold sponsor' on the back of the Safe City Logan Symposium program;
- Acknowledgment in all advertising material (printed, website, social media);
- Promotion of the organisation/business at the Symposium via:
 - An onstage banner;
 - Display of the organisation/ business logo on opening and break PowerPoint slides;
 - Verbal acknowledgement of the sponsorship by the MC; and
 - Distribution of a 'gold sponsor' certificate to a representative of the organisation/business.

Tier 2 - Silver sponsor

Donations of \$3,000 - \$4,999, includes:

- Logo featured on select marketing material (e.g. event flyer);
- Logo featured under 'silver sponsor' on the back of the Safe City Logan Symposium program;
- Promotion of the organisation/business at the Symposium via:
 - Banner at select location;
 - Display of the organisation/ business logo on opening and break PowerPoint slides;
 - Verbal acknowledgement of the sponsorship by the MC; and
 - Distribution of a 'silver sponsor' certificate to a representative of the organisation/business.

Tier 3 - Bronze sponsor

Donations of \$1,000 - \$2,999, includes:

- Logo featured under 'bronze sponsor' on the back of the Safe City Logan Symposium program;
- Promotional of the organisation/business at the Symposium via:
 - Display of the organisation/ business logo on opening and break PowerPoint slides;
 - Verbal acknowledgement of the sponsorship by the MC; and
 - Distribution of a 'bronze sponsor' certificate to a representative of the organisation/business.

Personalised sponsor

If none of the above listed levels of sponsorship are suited to your organisation, but you are still interested in supporting the 2019 Safe City Logan Symposium, Please contact us via telephone, (07) 3412 4303 or email safecity@logan.qld.gov.au to discuss.