

MEDIA RELEASE

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Innovative Brisbane enterprise Commsync, through their foundation arm StandByU, has created a working partnership with Brisbane City Council and Optus to provide wearable safety technology to children caught within family violence scenarios across the Brisbane Local Government Area

Brisbane City Council Acts On Keeping Children Safe

Brisbane City Council and Optus have provided award-winning IOT start Commsync with funding to deploy wearable safety technology at-risk children to help keep them safe.

The technology, envisaged and developed in Brisbane, allows at-risk individuals to discreetly trigger a wearable device and enact a personalised safety plan if they feel particularly vulnerable or are attacked

In a crisis, a child can activate the device to send an alert to members of their safety network; the safety network will receive the wearer's location, a voice call (via one-way or two-way microphone), SMS and emails.

The deployment of the devices is being managed by StandByU, the not-for-profit arm of Commsync, the creators of the device and recipients of the Brisbane City Council Lord Mayor's Global Innovation Award and Optus' Future Makers Award. StandbyU helps intervene in family violence incidents by providing much-needed physical and emotional security to many vulnerable and at-risk minors caught within family and domestic violence scenarios.

Commsync Co-Founder Chris Boyle stated "I truly believe that the instances of child abuse and neglect we are seeing here in Australia today can significantly be reduced provided that we, as a community, work together intelligently and with passion and focus. If we do that, as a community in sync, we can create an Australia where all children can grow up safe and well."

Lord Mayor Adrian Schrinner said Council was proud to be part of the joint initiative, which would see an initial 50 children supported through the investment from Council and Optus.

"Brisbane is a city with a big heart and protecting the city's vulnerable and those at risk of domestic violence is something that we're very passionate about," Cr Schrinner said.

"Protecting children and families is a priority for Council, and this joint initiative will see an initial 50 at-risk children supported by the Commsync and StandByU technology.

“We recognised the lifesaving potential of Commsync when they pitched their innovative business at our Global Entrepreneur Program, and it’s great to see the impact of the wearable technology.”

Every 90 seconds a new case of child abuse is reported in Australia. Globally, one child dies every five minutes as a result of violence. and an estimated 120 million girls and 73 million boys have been victims of sexual violence.

Child abuse and neglect is one of Australia’s most significant social problems, shown to cost the Australian economy \$34b per annum.

Child abuse is rarely a one-off incident and is always harmful, with tens of thousands of children psychologically and/or physically harmed each year or die from the impact of child abuse and neglect. Far too often that damage lasts a lifetime.

About Optus Future Makers

Optus Future Makers is an accelerator and capacity-building program for social entrepreneurs that are using technology to address social challenges. Since 2016, Optus has granted over \$900k to twenty-five Future Makers who have been empowered to use technology to address social issues for vulnerable people. Commsync was one of the recipients of the Future Makers grant in 2018. The 2020 Future Makers program kicks off next month.

About the Lord Mayors Global Entrepreneur Program

Since 2012, the city of Brisbane has provided \$277.5K of grants to 74 startups under the Lord Mayor’s Budding Entrepreneur Program. The Lord Mayor’s Global Entrepreneur Program continues that tradition with a focus on growing existing businesses. The program is designed to help burgeoning Brisbane business to scale nationally and internationally.

About Commsync

Commsync was founded out of the belief that the most vulnerable individuals amongst us truly need protection. Cofounders Chris Boyle & Tom O’Neill looked to harness the power of technology in tandem with the strength of human networks to deliver impactful and immediate personal safety outcomes through a combination of wearable and non-wearable technology, providing real-time support at the touch of a button or voice command.

About StandByU

StandByU emerged out of a pursuit to inspire and support the community, and a desire for actions to speak louder than words. Often our most at risk are also the least financially able to seek support. StandByU was formed by the founders of Commsync to truly help with the understanding that affordability should never be a limit to getting the support needed to live a safe and violence free life.

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