



# Kirra Pendergast

Founder of Safe on Social and The Online Safety Agency



The Online Safety Agency

Kirra Pendergast is an international expert in online safety, with a career spanning over three decades.

Her extensive experience includes groundbreaking projects such as whole-of-QLD government cybersecurity initiatives and post-9/11 counter-terrorism strategies. Kirra's pioneering work in cybersecurity since 1994, social media risk management since 2009, and her development of industry-first policies and training programs highlight her deep expertise and innovative approach.

Kirra's career is rooted in her personal experience as a victim of relentless online bullying at the age of 43, which inspired her to found Safe on Social in late 2013 from her spare room in Lennox Head, just outside Byron Bay, NSW, Australia. Since then, she has grown the organisation internationally with offices in Sydney, London, and New York.

Through Safe on Social and The Online Safety Agency, Kirra has built a diverse client base that includes international brands, police commands, and educational institutions from schools in remote Australia with only nine students through to significant private and international schools, and universities, elite professional sporting teams, public entities, and private enterprises.

Based in Florence, Italy, Kirra works internationally and remains dedicated to her Australian roots, spending at least four 6-week blocks each year speaking in schools to students K-12, their parents and educators across Australia. Her first-of-its-kind "eRisk review" of social media presence across three networks of 50+ schools in 2018 - 2020, along with strategic consulting for writing safe use of social media policy and training for multiple government agencies with 4000 to over 12,000 staff, exemplifies her leadership and impact.

Kirra's proactive and compassionate approach to online safety education emphasises practical safety without fear-mongering, making her the go-to authority. Her ability to turn personal adversity into a mission to help others, combined with her extensive expertise and global reach, truly sets her apart. Collaborating with Kirra means accessing unparalleled knowledge and a genuine commitment to creating safer online environments.

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