

Tinder launches School of Swipe™ to help young adults navigate online dating

An Aussie-first initiative and digital wingmate to educate singletons

Australia, 26 September 2023 - Tinder, the world's most popular app for meeting new people, is rolling out *School of Swipe™* (www.schoolofswipe.com/au), its mobile-first crash course in online dating, tailored for singles navigating modern-day dating. Initially launched in Singapore, *School of Swipe™* is available across South East Asia, Japan and now Australia with content locally created in partnership with founder of [Teach Us Consent](#) and consent advocate, [Chanel Contos](#) and respectful relationships coach, Max Radcliffe.

The educational resource and digital wingmate aims to help Aussie singletons build confidence as they seek out new connections, and provides guidance on the online-to-offline dating journey. This Aussie edition includes an enhanced safety syllabus with help from Chanel Contos as well as a brand new Don't Be An Ick syllabus from Max Radcliffe that offers expert advice on how to handle rejection and bad behaviours.

A recent survey* conducted by Tinder reveals that 84% of young singletons are hopeful and optimistic when it comes to dating and relationships, however 1 in 2*** Aussies find it difficult to start conversations. With the launch of *School of Swipe™*, Tinder aims to inspire and ignite both a fun and safe dating experience for every young single looking to meet someone new - from setting up a profile to setting up the first date. The online resource is packed full of how-to tips to rock a good conversation, make a real-life connection and the ABC's (Awareness, Boundaries and Consent) of safety as well as the top places to meet a match IRL for the first time - with almost 2 in 3** Aussies opting for a public and neutral place, like a café.

"Dating apps have become a stepping stone for many singles. As the most popular app for young singles, Tinder is unveiling *School of Swipe™*, as the new digital wingmate and educational resource to help you date with confidence and knowledge," said **Tinder Australia spokesperson, Kirsty Dunn**. "The all-in-one dating guide complements our continuous in-app feature innovations and tutorials to help make dating both fun and safe for all singles who are eager to connect with someone new."

School of Swipe™ also brings Tinder's Dating Dictionary to life in an interactive way and a new Don't Be An Ick syllabus deep dives into tips for profile, texting and dating etiquette. According to recent Tinder research, 1 in 5 (19%)** Aussies admit they didn't handle it well the last time they were rejected, so a dedicated module offers support on how singletons can respond appropriately.

"Over the years I've had great relationships and even fell in love with some amazing people I've first met on Tinder. So it's fantastic to be part of Tinder's School of Swipe™ to help people who are exploring the world of dating understand different personalities, nuances, and forms of communication they may come across. Dating can seem overwhelming, but I'm proud to have contributed some practical tips and real-world advice to avoid missteps or things that might hold people back," says **Max Radcliffe**.

Tinder's recent [Dating Dictionary: Consent Edition](#), created in partnership with Chanel Contos, also features in the *School of Swipe™* resource and helps educate young Aussies on key terms and phrases to help how to ask for, give and revoke consent.

"Matching with someone new is such an exciting experience. It's easy to be swept away whilst you're vibing with them, and overlook red flags or not realise what may be inappropriate with your own behaviour. School of Swipe™ is such a great resource that reminds us of the importance of how we communicate and practise consent as well as the other things we can all do to interact safely, act sensibly and still have fun - both online and offline," says **Chanel Contos**.

In conjunction with the launch of the microsite, Tinder is also rolling out new in-app messages to promote *School of Swipe* to users.

Recently, Tinder has expanded its portfolio of features, giving users new and interactive ways to enjoy the dating journey in-app. Earlier this year, Tinder launched [Relationship Types](#) and [Relationship Goals](#) to support authentic and honest connections.

Tinder's longstanding commitment to safety started with mutual matching, which requires both users to express interest before chatting. Over the years, Tinder has constantly evolved by developing new safety features and

resources to create a safer, more respectful and positive online dating experience for its users. This includes the launch of the [Dating Safety Guide](#) earlier this year, the introduction of [Block Contacts](#) and [Video Verification](#), as well as further investment into best-in-class functionalities, such as [Are You Sure?](#) and [Does This Bother You?](#).

Tinder's *School of Swipe* microsite is now live at www.schoolofswipe.com/au.

ENDS

NOTES TO EDITORS:

*A study of 4,000 18-25 year old actively dating singles in the US, UK, Australia and Canada between Jan 21, 2023 and Feb 7, 2023 conducted by OnePoll on behalf of Tinder

**YouGov/Tinder survey of 2,024 Aussie daters aged 18-40 in June 2023

***One Poll/Tinder survey of 1,000 Aussie active daters aged 18-25 in April 2022

[PRESS ASSETS](#)

HOW TO: SCHOOL OF SWIPE

Step 1. Head to www.schoolofswipe.com/au on your Internet browser. Works best on mobile!

Step 2. Slide across the screen to navigate the five syllabus including App Academy, IRL Dating, Safety Syllabus, Don't Be An Ick and Dating Dictionary

Step 3. Each syllabus offers a series of modules/classes presented alongside cheerful illustrations

Step 4. Share the link with a friend and be a wingmate!

ABOUT TINDER

Launched in 2012, Tinder is the world's most popular app for meeting new people and has been downloaded more than 530 million times. The app is available in 190 countries and 45+ languages. More than half of all users are 18-25 years old. In 2022, Tinder was named one of the World's Most Innovative Companies by Fast Company.

ABOUT WESNET

Established in 1992, WESNET is the national peak body for specialist women's domestic and family violence services across Australia and the leading sector expert on the intersection of technology and violence against women. With over 350 members across Australia, WESNET represents a range of organisations and individuals, including women's refuges, shelters, crisis services, safe houses and information/ referral services amongst others.

ABOUT CHANEL CONTOS

Chanel Contos is the founder and CEO of Teach Us Consent, a campaign that was responsible for mandating consent education in Australia. Teach Us Consent continues to advocate for and provide holistic consent education. Chanel has worked closely with politicians from across the politician spectrum, including Prime Ministers, to achieve significant reforms in Australia. She obtained a First in her Masters in Gender, Education and International Development, and her work to prevent normalised sexual violence has been celebrated and recognised internationally. She consults for Match Group (including Tinder) in violence prevention and safety.

ABOUT MAX RADCLIFFE

Max Radcliffe is a Respectful Relationships speaker who helps men better navigate intimate relationships, consent and self-respect. He provides mentoring, presentations and workshops inspiring men to be the best versions of themselves through purpose and wellbeing. Max draws on 20 years' witnessing men's repeated mistakes – to understand common issues they struggle with. He has written for Mamamia.com.au and appeared on podcasts discussing topics from sex to dating and domestic violence. During the 2022 No To Violence conference, Max presented on how to best educate men on consent, alongside sexuality educator Deanne Carson. He has also provided expert insights to Tinder on men's dating app usage and behaviours, to help enhance safety.

Additional assets available online:  [Photos \(3\)](#)

<https://au.tinderpressroom.com/SchoolofSwipe>

