

**THINK  
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KNOW**

# **Corporate Report**

**2020-21**

# Our program

ThinkUKnow is a law enforcement led program, delivered nationally to educate the community about preventing online child sexual exploitation.

The program addresses topics including online grooming, preventing inappropriate contact, sexting/self-generated content, image-based abuse, sexual extortion, and importantly, how and when to seek help.

ThinkUKnow is unique through the development of real case studies as a result of reports to the Australian Federal Police (AFP)-led Australian Centre to Counter Child Exploitation and AFP investigations.

ThinkUKnow Australia is a partnership between the AFP, the Commonwealth Bank of Australia, Datacom and Microsoft Australia, and is delivered in collaboration with all State and Territory police and Neighbourhood Watch Australasia.

## Presentation updates

Each year, the AFP updates the ThinkUKnow presentation package to include issues and trends observed by the Australian Centre to Counter Child Exploitation Child Protection Triage Unit. This ensures the program provides contemporary information to support parents, carers, teachers and young people to address issues they may be facing online.

The delivery of the ThinkUKnow 2020 presentation package continued throughout 2021 as bookings through the national booking centre were suspended from March 2020 – May 2021 due to COVID-19.

## Co-location in the Australian Centre to Counter Child Exploitation

In late 2020, the AFP Online Child Safety Team relocated to be based within the Australian Centre to Counter Child Exploitation in Brisbane, Queensland.

This co-location provides direct access to incoming reports to the Australian Centre to Counter Child Exploitation Child Protection Triage Unit to identify trends and issues and allows ThinkUKnow to work in close proximity with key child protection stakeholders.

# Engaging with our community

## Social media

Throughout the pandemic, we intensified efforts for outreach, prevention and education initiatives over concerns around increasing risk factors for online child sexual exploitation during Australia's response to COVID-19. During this reporting period we continued to provide an ongoing and responsive presence on social media, including case studies from the Australian Centre to Counter Child Exploitation and emerging trends and issues as children and young people spent an increasing amount of time online.

**During this reporting period we participated in several social media campaigns such as:**

- White Balloon Day
- National Child Protection Week
- International Volunteer Day
- Safer Internet Day
- National Volunteer Week
- International Day of Families/National Families week
- Launch of Australian Centre to Counter Child Exploitation 'Closing the Net' podcast series
- Back to School 2021
- International Day of Education
- International Day of People with Disability
- World Children's Day
- World Teacher's Day
- Day for Daniel
- World Mental Health Day

**f**  
**13,237**  
Facebook  
page 'likes'

  
**1,882**  
Twitter  
'followers'





## Outreach

With impacts to our traditional outreach approach, we participated in a number of virtual and online forums throughout the year.

### EduTECH

The ThinkUKnow team participated virtually in EduTECH, an online forum for educators to explore resources and engage with the program.

### International forum

ThinkUKnow presented virtually at an international forum hosted by AFP International Operations – Yangon Post, to delegates from South East Asia about the program and strategies for community education.

### Neighbourhood Watch International Conference

Team members attended the Neighbourhood Watch International Conference, speaking to delegates about the program and online child sexual exploitation.

### National Education Summit

Team members attended the National Education Summit to present about online child safety issues as well as hosted a stall alongside members from Queensland Police Service to engage with hundreds of educators.

### Closing the Net podcast

The ThinkUKnow team participated in 'Closing the Net' – a podcast by the Australian Centre to Counter Child Exploitation that explores the scale of the issue, victim experiences, the psychology behind offender behaviour, advocacy, prevention and government intervention.

## New website

This year, we launched a refreshed ThinkUKnow website providing up-to-date information and resources for the Australian community to protect children and young people from harm online.

The website provides user-friendly navigation, has clear sections for key target audiences with age-specific information, with a design that is visually appealing and resonates through colour scheme and imagery.

Updates to the website include:

- Interactive myth busters including common misconceptions about online child sexual exploitation
- Find advice articles with age specific information
- A segmented resource section for educators and for parents and carers including fact sheets, guides, home learning activities, videos and teacher toolkits
- A reporting section that provides advice on support services and how to make a report to the Australian Centre to Counter Child Exploitation.

The presenter portal has also undergone an extensive update with individualised access for ThinkUKnow presenters and self-service presentation statistics recording for State and Territory police delivering student presentations.

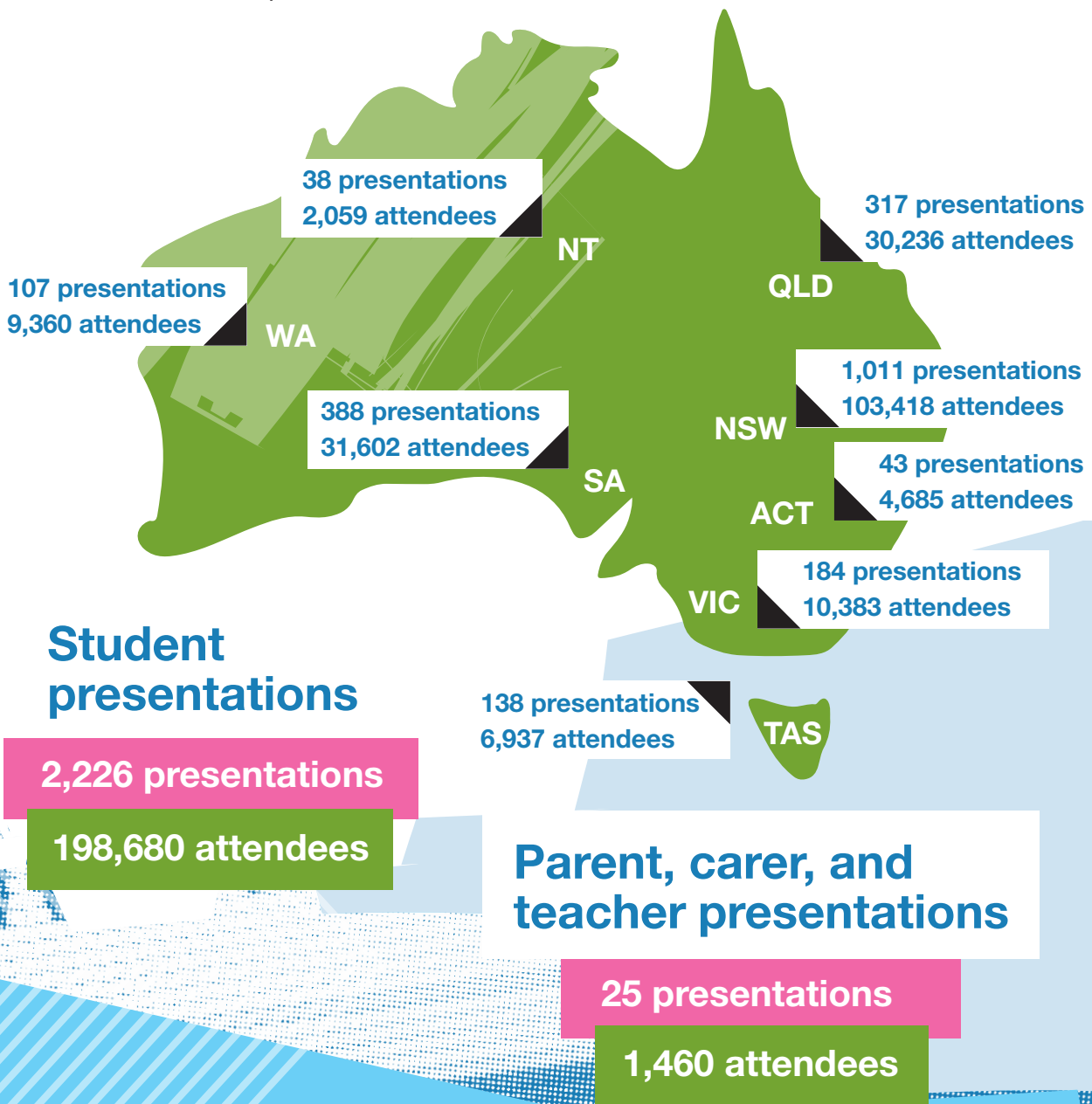
# Our reach

Due to COVID-19, face-to-face ThinkUKnow presentations for parents, carers and teachers were largely suspended from March 2020 – May 2021.

During this time, law enforcement and industry volunteers delivered 25 presentations to an estimated 1,460 parents, carers, and teachers across Australia, including a mix of virtual sessions on a case-by-case basis.

The AFP and State and Territory police delivered 2,226 presentations to an estimated 198,680 students across Australia.

ThinkUKnow continued to receive requests from schools for student presentations. This demand and need for online child safety education is highlighted through the increased numbers of presentations delivered.



Additionally, the AFP and State and Territory police delivered presentations to community groups and other organisations based on the needs and issues relevant to those communities.

# Our volunteers and presenters

Our volunteers and presenters are the heart of the ThinkUKnow program, ensuring online child safety messages reach as many Australians as possible

977 registered volunteers nationally.

The ThinkUKnow team delivered training where possible during this financial year, with a number of virtual online training sessions held on request for presenters and volunteers.

As COVID-19 restrictions eased in some locations, the team delivered training in the Australian Capital Territory and Northern Territory.

Pre-recorded training videos were made available as another training resource for presenters and volunteers.

Thank you to our program partners for helping us keep children and young people safe online.



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[thinkuknow.org.au](https://www.thinkuknow.org.au)

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