

Outreach Report

2022-2023



Our program

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

ThinkUKnow is unique as the only capability in Australia to use intelligence, real case studies as a result of reports to the Australian Federal Police (AFP)-led Australian Centre to Counter Child Exploitation (ACCCE) and AFP investigations to produce educational resources available to the Australian community.

The program addresses topics including online grooming, self-generated child abuse material, sexual extortion, and importantly, how and when to seek help.

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.



The program is managed by the AFP Online Child Safety Team, which includes developing resources and presentations, training and presentation delivery, stakeholder management including supporting all ThinkUKnow presenters and volunteers, responding to enquiries from members of the public, assisting the booking team with presentation requests, governance and the day-to-day running of the program.

This report outlines outreach activities and achievements for the ThinkUKnow program throughout 2022-2023.

Presentations

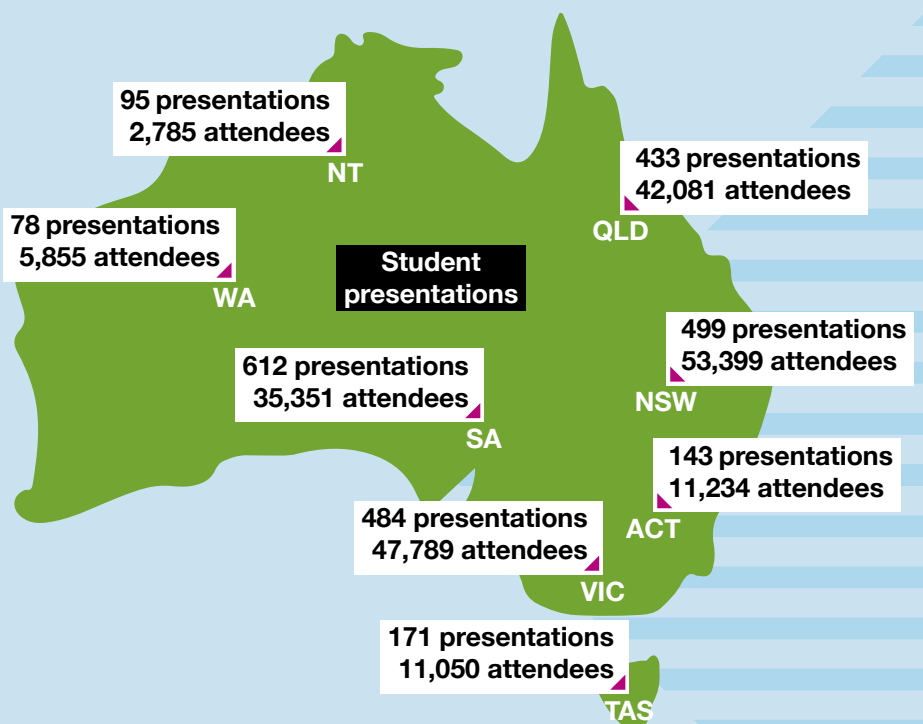
ThinkUKnow student presentations address topics that are relevant to each age group and tailored to be age appropriate. Student presentations start from Kindergarten/Prep/Foundation - Year 12 and are linked to the Australian Curriculum.

State and territory police presenters delivered 2,515 presentations to an estimated 209,544 students.

ThinkUKnow parent, carer and teacher presentations provide information on the technologies children and young people use, the challenges they may face and importantly how they can be overcome.

Our presentations aim to empower parents and carers to take action, and give them information and practical steps to help keep their child safe online.

State and territory police, AFP and industry volunteers delivered 257 presentations to an estimated 17,755 parents, carers and teachers across Australia, including a mix of face-to-face and virtual sessions.



2,515 presentations
209,544 student attendees

257 presentations
17,755 parent, carer and teacher attendees

Presenters & volunteers

ThinkUKKnow had **1,081 registered presenters and volunteers** who delivered presentations to the Australian community.

A regular ThinkUKKnow virtual training schedule was established to assist presenters and volunteers in meeting the minimum requirements to retain their status representing the ThinkUKKnow program.

Once trained, new presenters were on-boarded through post training administration, email correspondence and application and portal approvals.

 **Training presentations**

 **Delivered to**

4
Student training presentations

to

286
state and territory police members

8
Parent, carer and teacher training presentations

to

433
law enforcement and industry members

New education initiatives

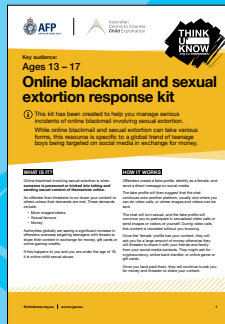
ThinkUKKnow and the ACCCE developed a first of its kind child protection children's picture book initiative – *Jack Changes the Game*.



Approximately
8,500 copies
distributed to primary schools nationally



More than
20,000 downloads
from the ThinkUKKnow website




In response to the global financial sexual extortion trend of under 18-year-olds, ThinkUKKnow partnered with the ACCCE to develop an education and awareness package. The package included an *Online blackmail and sexual extortion response kit* for young people aged 13-17 years old, emails to all Australian high schools and education departments advising them of the trend, posters for high schools and police stations and a 20 second animation to target 13-17 year-olds on social media.

Social media

ThinkUKKnow maintained an ongoing and responsive presence on social media, including case studies from the ACCCE and emerging trends and issues.

Facebook

 **16,303** page likes

 **17,014** followers

X (formerly Twitter)

 **1,925** followers

Events

ThinkUKKnow received increased demand for bespoke or specialised presentations to meet audience needs, including foster carers, support services, government and non-government agencies.

ThinkUKKnow also attended education events including National Education Summit and EduTech, to host stalls and deliver information sessions about the ThinkUKKnow program.



18

specialised presentations were delivered to conferences and events

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

