

**CORPORATE**

**REPORT**

**2019–20**

# RESPONDING

# TO COVID-19

In response to COVID-19 and the suspension of face-to-face ThinkUKnow presentations, we had to be flexible and innovative in our response to address the challenges with children and young people spending an increasing amount of time online.

The ThinkUKnow program partnered with the Australian Centre to Counter Child Exploitation to develop a comprehensive community engagement strategy to educate parents, carers and influencers of children, as well as to deter online offenders.

During this period, the following resources were produced:

## Home learning activities

These activities have been designed for parents and carers to do with their children so that everyone can learn together about online safety and ways to prevent online child sexual exploitation.

## ThinkUKnow live

A three-part live stream series for digital delivery of the ThinkUKnow parents, carers and teachers presentation. Sessions included what children and young people SEE, SAY and DO online, challenges children and young people may face and the ThinkUKnow taking action toolkit. The three livestream videos had a total audience reach of 83,000.

## Family online safety challenge

The challenge involved simple daily task for seven days for parents and carers to complete, to help kick-start their journey in helping protect their children. Co-created with the Australian Centre to Counter Child Exploitation, the tasks include reviewing privacy settings, researching the apps and games their children use and creating a Family Online Safety Contract.

## Teacher toolkits

An additional four resources were developed with each one including a lesson plan and student activities as downloadable content to cater for a variety of learning settings.

The topics covered include; 'Sharing content and being share A.W.A.R.E.', 'Online interactions: Raising awareness about image-based abuse', 'Online interactions: Raising awareness about sexual extortion' and 'Getting help: What to do next'.

## Family bingo

Family bingo is a series of fun online and offline activities families can do together. Co-created with the Australian Centre to Counter Child Exploitation, it can be completed over a week or a weekend, depending on what works best for your family. The activities include watching a livestream of a zoo or aquarium, and our Stay Safe Online Activity Book and home learning activities.

# 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 of child exploitation through the Australian Centre to Counter Child Exploitation, to assist in educating Australian parents, carers, teachers and students on online safety challenges.

**ThinkUKnow** Australia is a partnership between the Australian Federal Police (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.

## Annual presentation update

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.

In 2020 the ThinkUKnow presentation was refreshed with a renewed focus on preventing online child sexual exploitation to address the Australia-first market research, and to be in line with the remit of the AFP through its key function of child protection and preventing online child sexual exploitation.

# OUR REACH

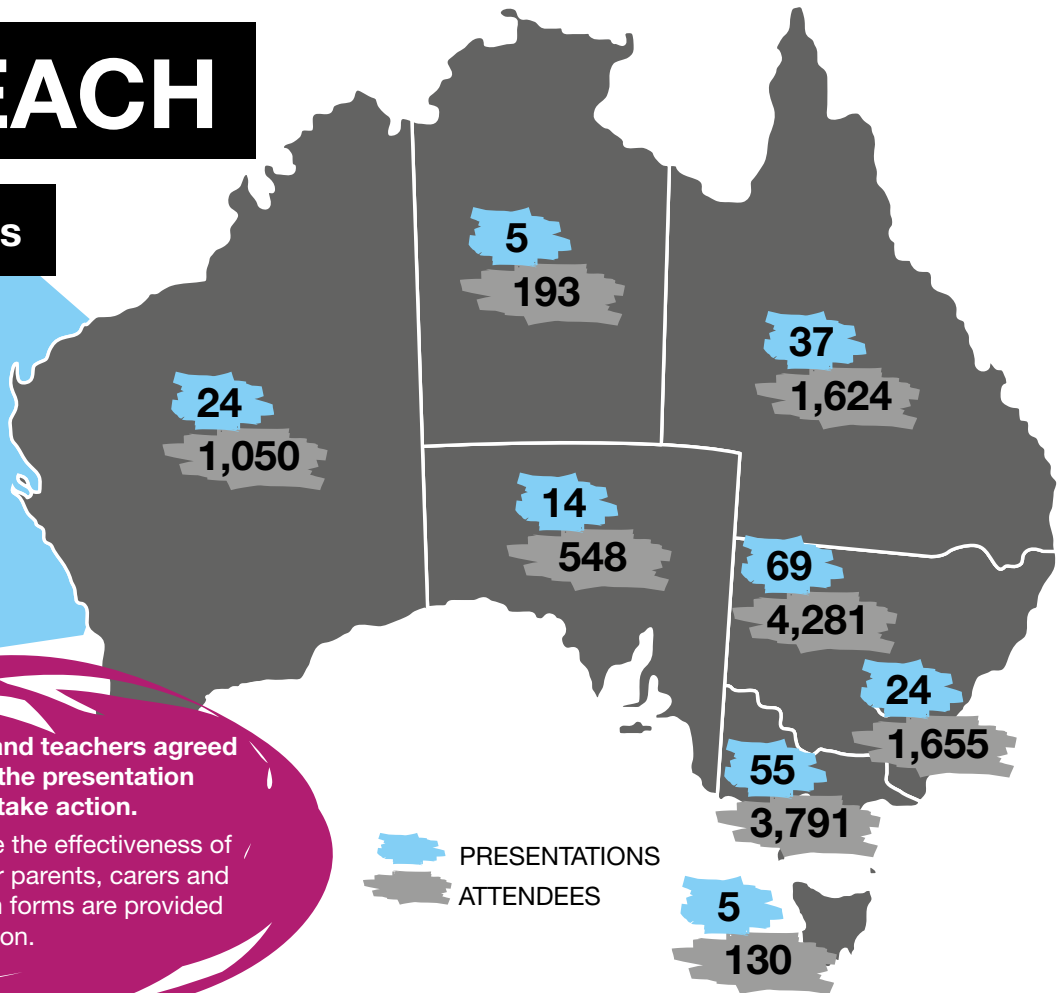
## Adult presentations

Law enforcement and industry volunteers delivered 233 presentations to an estimated 13,272 parents, carers and teachers across Australia.

90%

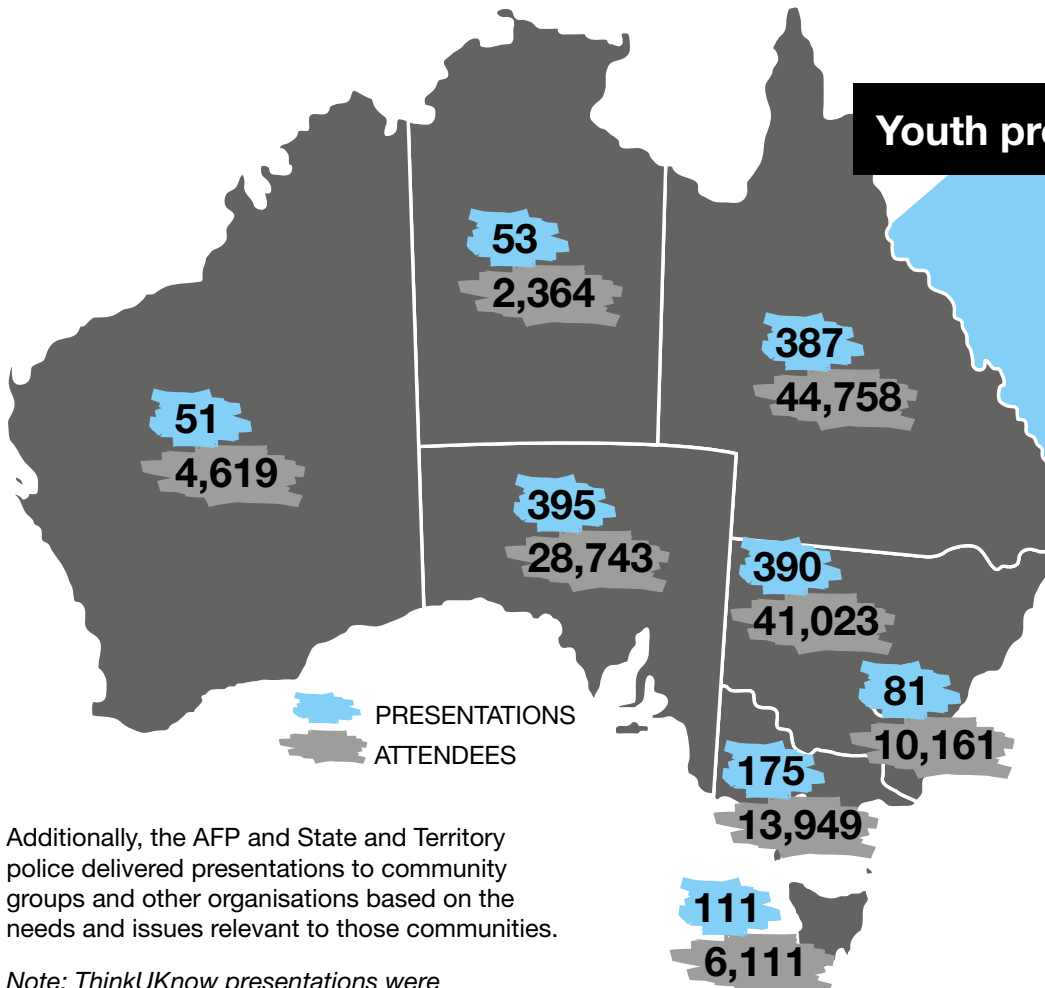
of parents, carers and teachers agreed or strongly agreed the presentation motivated them to take action.

To help us determine the effectiveness of our presentations for parents, carers and teachers, evaluation forms are provided at each presentation.



## Youth presentations

The AFP and State and Territory police delivered 1,643 presentations to an estimated 151,728 students across Australia.



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.

Note: ThinkUKnow presentations were suspended in March 2020 due to COVID-19.

# ENGAGING WITH

# OUR COMMUNITY

## Social media

During this reporting period we provided an ongoing and responsive presence on social media, including case studies from the Australian Centre to Counter Child Exploitation and updates on trending apps and games and response to COVID-19.



**10,831**

**'LIKES'**

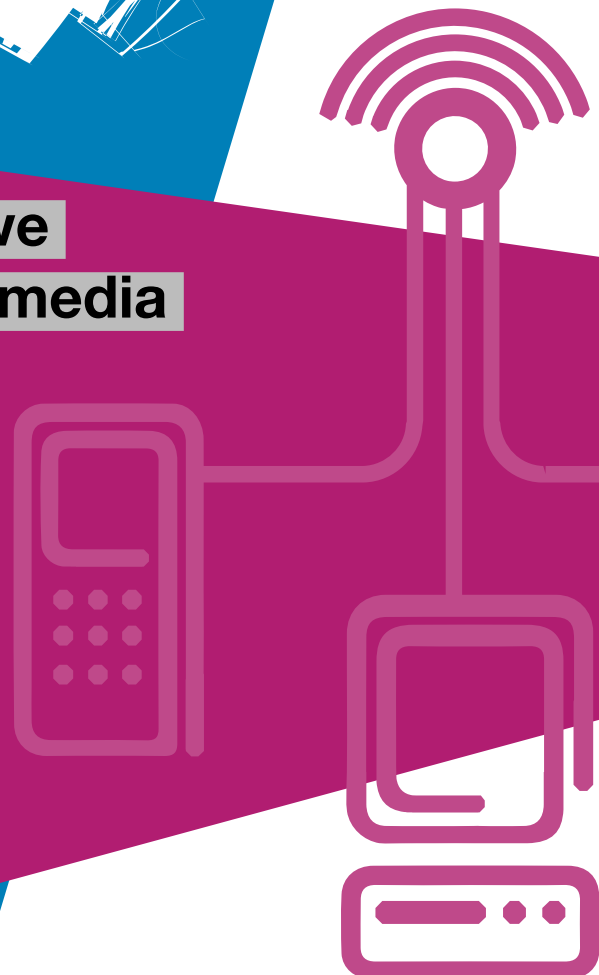


**1,753**

**'FOLLOWERS'**

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

- National Missing Persons Week
- Scams Awareness Week
- White Balloon Day
- National Child Protection Week
- Stay Smart Online Week
- International Volunteer Day
- Safer Internet Day
- Privacy Awareness Week
- Do it for Dolly Day
- National Volunteer Week



# OUR

# VOLUNTEERS

# 760

REGISTERED  
VOLUNTEERS  
NATIONALLY

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

This year, the ThinkUKnow team travelled across Australia to deliver our updated training package.

Our training rollout included metropolitan and regional locations such as:

- New South Wales – Sydney and Parramatta
- Queensland – Brisbane, Sunshine Coast, Townsville and Mount Isa
- South Australia – Adelaide, Port Augusta and Mt Gambier
- Victoria – Melbourne, Geelong and Dandenong

Training events were cancelled in Western Australia, Tasmania and the Northern Territory due to COVID-19.

During 2019-2020 the AFP trained:

**More than 400 industry and law enforcement presenters in the ThinkUKnow program.**

This includes face-to-face and digital training sessions.

Pre-recorded training videos were produced and made available as another training resource for members unable to attend sessions in their area.

## ThinkUKnow Volunteer of the Year Awards 2019

ThinkUKnow recognises volunteers and presenters for outstanding service through the annual ThinkUKnow Volunteer of the Year Awards.

The awards recognise six of Australia's most dedicated volunteers and are announced on December 5 as part of International Volunteer Day.

ThinkUKnow Volunteer of the Year 2019:

- Dane Stephens—Australian Federal Police
- Damian Glover—Bankwest
- Ngoc Nguyen—Commonwealth Bank of Australia
- Andrew Collins—Datacom
- Tanya Smith—Microsoft
- Graham Higgerson—Neighbourhood Watch Australasia

Commendations 2019:

- David Stevens—Australian Federal Police
- Graeme Elice—Bankwest
- Brendan Tink & Rosemarie Sahyoun—Commonwealth Bank of Australia
- Gail Collins & Gregory Furlong—Datacom
- Grant Clayton & Raymond Fleming—Microsoft
- David Colville—Independent

ThinkUKnow Youth Partner of the Year 2019:

- New South Wales Police Force

This year ThinkUKnow recognised volunteers who had been presenting the program since its inception in 2009, acknowledging their dedication and service as 10 year volunteers.

10 Year Volunteers:

- Jeffrey Alexander—Microsoft
- James Blair—Microsoft
- Jayne Crossling—Australian Federal Police
- Kate—Australian Federal Police
- Philip Meyer—Microsoft

We'd like to thank our program partners for helping us keep children and young people safe online. Thank you!

