

Outreach Report

2023-2024



Our program

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

ThinkUKnow is pro-technology and addresses topics including self-generated child abuse material, online grooming, sexual extortion and importantly encourages help-seeking behaviours.

ThinkUKnow is unique, as it is the only capability in Australia to use intelligence, real case studies based on reports to the Australian Federal Police (AFP)-led Australian Centre to Counter Child Exploitation (ACCCE) and AFP investigations to produce educational resources to prevent online child sexual exploitation. Keeping our children and young people safe online is a whole of community effort, and law enforcement play a critical role.

The program is a partnership between the AFP, Microsoft Australia, Datacom, Commonwealth Bank of Australia, and is

delivered in collaboration with all state and territory police and Neighbourhood Watch Australasia.

Our mission is to provide accessible online child safety education through a unique partnership between law enforcement and industry.

Education is the most powerful tool to help children and young people understand the benefits and challenges of technology. Self-protection and empowerment are key to protecting children and young people against threatening or harmful situations online.

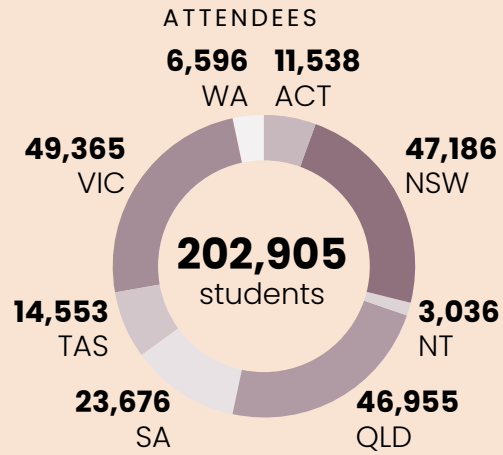
This report outlines outreach activities and achievements for the ThinkUKnow program throughout 2023-2024.

Presentations

For students

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

State and territory police presented 2,218 presentations to 202,905 students.

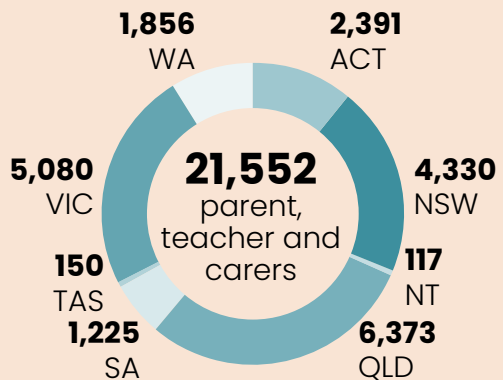


For parent, carer and teachers

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.

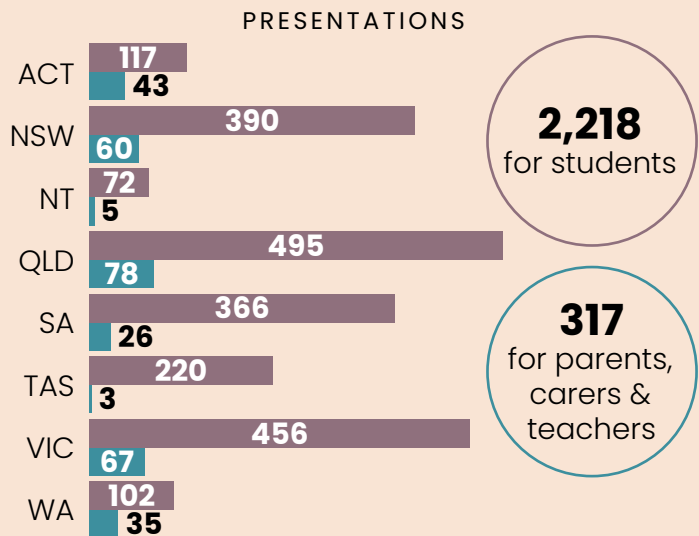
State and territory police, AFP and industry volunteers delivered 317 presentations to an estimated 21,552 parents, carers and teachers across Australia, including a mix of face-to-face and virtual sessions.



Presenters & volunteers

970

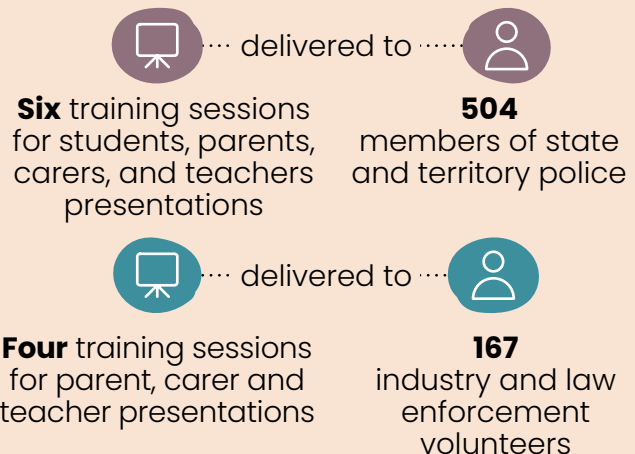
registered presenters and volunteers who deliver presentations to the Australian community.



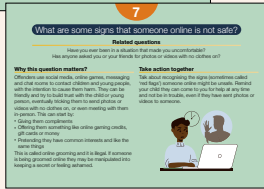
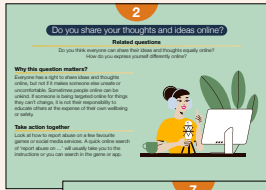
Presenter training

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

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



New education initiatives



ThinkUKnow and eSafety developed **new resources in English, simplified Chinese, Arabic, and Punjabi** to help culturally and linguistically diverse families address online child safety. These resources, including an advice sheet and conversation cards, aim to raise awareness of online child sexual exploitation and guide families on how to report and seek support.

ThinkUKnow has maintained a strong focus on professional development and engagement with the education sector. This commitment is reflected in our numerous initiatives aimed at enhancing the knowledge and skills of educators, parents, and carers in addressing online child safety challenges. Initiatives include conducting several **professional development webinars** for educators, along with **collaborating with education departments and child safety experts in developing resources.**

Awards



ThinkUKnow was awarded the bronze award in the **2023 Australian Crime and Violence Prevention Awards**. The award is in the police-led category, which recognises best practice in the prevention or reduction of violence and other types of crime.



The children's picture book *Jack Changes the Game* won the **2023 Education Initiative Award** at the Queensland Child Protection Week Awards acknowledging its outstanding contribution to child protection.

Events

ThinkUKnow has continued to receive requests for bespoke or specialised presentations to meet the needs of various audiences, including foster carers, support services and both government and non-government agencies. This also includes professional development webinars within the education sector.

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



32

specialised presentations were delivered to conferences and events

Social media

ThinkUKnow maintained an ongoing and responsive presence on social media, sharing case studies from the ACCCE and addressing emerging trends and issues.

The main demographic are people aged 35-44, which aligns with the parent and carer target audience.



17,413

Facebook followers

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



thinkuknow.org.au



ThinkUKnowAustralia