

Guidelines for promoting child safe messages

One of the Policy functions of the Child Safe Awareness Policy template for local government includes the promotion of Child Safe Messages in local government venues and facilities.

The Child Safe Messages developed by the State Government for use by local governments are based on the National Principles for Child Safe Organisations and informed by the findings of the Royal Commission into Institutional Responses to Child Sexual Abuse (Royal Commission).

The Royal Commission found that a lack of transparency, accountability, and response to disclosures of abuse as well as concerns and complaints raised by children, young people, their parents/carers, and the broader community were a major factor in allowing child abuse to occur, concealing it when it did occur, and exacerbating the trauma experienced by children and young people it was inflicted upon.

The Royal Commission also found that a well-informed and proactive community approach to child safety can create environments that prevent child abuse. The Child Safe Messages are part of a broader community awareness campaign to increase child safety and wellbeing in the community.

The Child Safe Messages focus on providing information to organisations to promote changes to organisational culture, practice, and processes to prevent abuse from occurring and improving responses to abuse if it does occur.

Alignment of the messages to the National Principles for Child Safe Organisations

Message	Aligned to
Child Safe Culture	National Principle 1 - Child safety and wellbeing are embedded in organisational leadership, governance and culture.
Children have rights	National Principle 2 - Children and young people are informed about their rights, participate in decisions affecting them and are taken seriously.
Everyone's involved	National Principle 3 - Families and communities are informed and involved in promoting child safety and wellbeing.
All Types of Safety	National Principle 4 - Equity is upheld and diverse needs respected in policy and practice.

Right Person for the Job	National Principle 5 - People working with children and young people are suitable and supported to reflect child safety and wellbeing values in practice.
Child Friendly Complaints	National Principle 6 - Processes to respond to complaints and concerns are child focused.
Child Safe Training	National Principle 7 - Staff and volunteers are equipped with the knowledge, skills and awareness to keep children and young people safe through ongoing education and training.
Safe Online and Offline	National Principle 8 - Physical and online environments promote safety and wellbeing while minimising the opportunity for children and young people to be harmed.

Promoting Child Safe Messages

The Child Safe Messages are designed to be used together as they each represent a different aspect of the National Principles and are designed to be promoted in all venues and facilities. If it is not possible to use all the messages in a space, local governments should decide which messages are most appropriate and promote as many as they can.

Local governments are encouraged to include their own logo and contact information on the messages to make them more appropriate for use in their community. Further Tranches of Child Safe messages

It is intended that additional Child Safe Messages will be developed for promotion by local governments. These messages will be aimed at different audiences in the community (including children and young people) and incorporate contemporary child safety knowledge.