

P&C & Community Toolkit

Engagement, Local Recognition & Sponsorship

The Child Protection Foundation is a grassroots charity, founded in 2007 and endorsed as a Deductible Gift Recipient. We believe every child has the right to feel safe. Our directors and staff are volunteers; we are independent and non-partisan, and while we welcome support from across the community, no sponsor or political party controls our work.

Read with the Data, Privacy & Prize Treatment Policy and the Terms & Conditions. Everything here is optional and scalable.

This pack helps Parents & Citizens (P&C) groups, schools and local supporters get behind the Initiative — to talk about it well, involve the whole community, and (if they wish) add a local recognition layer with local sponsors.

1. Why this matters to the whole community

Every child has the right to be safe, to be heard, and to know how to ask for help. The skills this Initiative encourages — recognising safe and unsafe situations, identifying trusted adults, and speaking up — travel with a child everywhere: at school, in sport, at music or other activities, online, and among friends and extended family. That is why this is a community effort, not just a school one.

A child is safest when the grown-ups around them are informed, and the child knows there is always someone to tell. This Initiative builds both.

2. What this is — and what it isn't

What it is

- Aligned to the Australian Curriculum (Health & Physical Education) — protective behaviours and help-seeking already taught from the first year of school.
- Age-appropriate, pitched to each year level, in everyday language.
- About safety and help-seeking — a child's right to be safe and to be heard.
- Optional and transparent — materials can be seen in advance; participation follows the school's usual process.
- Teacher-led and supportive of the school's existing child-safety work.

What it isn't

- Not a new subject or an agenda — it supports what schools already teach.
- Not about parenting styles, discipline, religion, politics or relationships.
- Not teaching children to fear or distrust adults — it strengthens trusted relationships.
- Not explicit — young children never encounter clinical or distressing content.
- Does not replace school child-protection policies or mandatory reporting.

3. The language we use

Using the same, established protective-behaviours language keeps everyone consistent:

- **Trusted adults / safety network** — the small group of grown-ups a child can go to.
- **Safe and unsafe feelings** — how we notice when something isn't right.
- **Body safety and personal space** — age-appropriate, never explicit.

- **Secrets that make us feel unsafe** — and that it's always okay to tell.
- **“Ask, tell, and keep telling until someone listens.”** Help-seeking that works in any setting.

4. How a P&C or community group can help

- Host or support a short parent information session, so families see the materials and the intent.
- Share the approved materials and encourage participation in the creative competition.
- Celebrate participation locally — display work, acknowledge effort across the school.
- Invite local businesses to support a local recognition layer (section 6).
- Be a friendly, informed voice — most questions are answered simply by the FAQ in section 7.

5. Adding a local recognition layer (optional)

A local layer ensures strong local work is celebrated even where it isn't selected nationally. It is entirely optional and scales to whatever the community can manage — from a single \$50 voucher from a local business, to a small per-year-level pool, to nothing at all.

The simple rules that keep it safe and legal

- **Judged on merit, never drawn.** A judged competition needs no permit anywhere in Australia; a random draw would become a lottery. Always judged; never a draw, and never break a tie by chance.
- **Non-cash to students, delivered through the school** — vouchers, materials, experiences or items, never cash to a child.
- **Run by the P&C or local sponsor, with their own funds.** The Foundation authorises use of its name but does not hold or administer local money.
- **Administered through the school's child-safe processes** by people already authorised to work with children.

To run a local layer, complete the one-page Local Recognition Authorisation (Annex A). It grants permission to use the program name and sets these conditions, nothing more.

6. Local sponsorship briefing

Local businesses are often glad to support a children's prize pool. What a sponsor gives — prize value for the local layer, scaled to what suits them:

Level	Example	What it supports
Local supporter	\$50–\$100 voucher or item from a local business	A local highly-commended or category prize
Community partner	\$100–\$500 in vouchers / items	A small per-year-level local pool
Major contributor	Larger or bulk contribution (via the Foundation)	Inflating the national prize pool — arranged with the Foundation

What a sponsor gets — and the boundaries

- A genuine community-good association and a thank-you/acknowledgement in local communications.
- ✗ Not an endorsement of the subject matter, and not co-branding on children's work — the entries and the safety theme are never used as advertising space.
- ✗ No access to any student data — sponsors never receive personal information.

Before confirming a sponsor, the school/P&C checks the business is appropriate and on-brand for a child-safety initiative, and the Foundation completes basic due diligence. A higher-value or national sponsorship is arranged through the Foundation directly.

7. Frequently asked questions

Is this age-appropriate for young children (K–3)?

Yes. For younger years it is body safety and help-seeking in everyday language — safe and unsafe feelings, trusted adults, and that it is always okay to ask for help. It never uses explicit or clinical terms with young children, and it aligns with the Health & Physical Education content already in the Australian Curriculum from the first year of school.

Are you teaching children to distrust adults, or their parents?

No — the opposite. The program helps children identify the trusted adults in their lives (usually family first) and build a small safety network. It strengthens trusted relationships and help-seeking; it does not undermine them.

Is this part of the curriculum, or an extra agenda?

It supports protective-behaviours and help-seeking content already in the Australian Curriculum (Health & Physical Education). It is a creative way for students to engage with what schools already teach — not a new subject.

Does the program take a position on parenting, discipline, religion or politics?

No. Its scope is strictly a child's right to be safe and knowing how to seek help. It does not address parenting styles, discipline, religion, politics or relationships, and it is delivered the same way for every child.

We're a safe, loving family — why does my child need this?

Because safety skills protect children everywhere they go. The skills are universal and are not a comment on any family. Most parents find it reassuring that their child knows how to recognise an unsafe situation and ask for help.

Can we see the materials, and can we opt out?

Yes. Materials can be viewed in advance, and participation follows your school's usual process for sensitive curriculum, including opting out. Talk to your school.

Who delivers it, and is my child's information safe?

Teachers deliver it within their own program. Anyone who handles identifiable student work holds a Working with Children Check (or state/territory equivalent), and the Foundation never holds your child's identity — entries are submitted under codes and the school keeps the only link. See the Privacy Collection Notice.

What if my child shares something worrying in their entry?

Teachers review entries with care, and any concern is handled through the school's existing safeguarding and mandatory-reporting process. The program supports that process; it does not replace it.

Where does the money go?

The founders take no fees, drawings or expense accounts — they meet the running costs themselves. Donations and sponsorship go to the program and its prizes.

Isn't a competition about a serious topic a bit much?

The competition is a positive, creative outlet — children express what being safe, heard and valued means to them. The themes are handled in an age-appropriate, hopeful way, focused on safety and voice rather than frightening content.

8. Talking about it

- Lead with what everyone shares: every child has the right to be safe.
- Stay in lane — safety and help-seeking. Don't be drawn into unrelated debates.
- Treat questions as good-faith; most parents are reassured once they see the materials.
- Anchor to the curriculum and to national child-safe expectations (the National Principles for Child Safe Organisations; the prevention focus of the Royal Commission).
- Refer detailed or difficult questions to the school or the Foundation rather than debating publicly.

Annex A — Local Recognition Authorisation

Completed by a school/P&C wishing to run a local recognition layer, and countersigned by the Foundation. We, the school/P&C, agree that:

- our local recognition is judged on merit, not a random draw, and ties are not broken by chance;
- prizes to students are non-cash and provided through the school;
- administration follows our school's child-safe processes;
- our local recognition stays on-theme and carries no sponsor branding on children's work;
- we do not pass any student's identity or contact details to the Foundation; and
- we understand the Foundation authorises use of the program name but is not the promoter of, and does not fund or administer, our local prize.

School / P&C: _____ Authorised signatory: _____

Foundation authorisation (name): _____ Date: _____

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