

A photograph of a young man and woman sitting on a bed, embracing and looking at each other. The man is on the left, wearing a grey tank top, and the woman is on the right, wearing a black top. They are in a room with window blinds in the background, and the lighting is warm and intimate.

**Annual Report**

**2025**

**TEACH US  
\* CONSENT**

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**\*Introductions**

# \*Year in Review



## Our Digital Reach

**Over 250**

digital educational resources and content pieces created

**7.4 million**

individuals reached on social media globally

**Over 50 million**

impressions on social media

**3800+ newsletter subscribers**

around June 30, open rate of 56%

**25% growth**

in followers across all socials channels

**700+ media mentions**

of our CEO & The Promoting Consent Initiative

## Funding

**\$302,000**

from grants, donations and income from partnerships

**\$2.4m**

from Department of Social Services for the Promoting Consent Initiative

## Policy

**3 consultations**

relating to Government inquiries/policies

**2 policies advocated for**

including successfully on age verification on pornographic websites and a national porn literacy campaign

## Research

**16 sessions**

with specialist organisations and peak bodies to inform content

**4 research reports**

**3 research surveys**

## Festivals

**5 unique music festival**

partnerships, with presence across all capital cities

**Over 250,000**

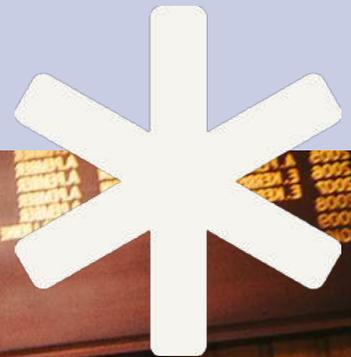
people reached at festivals

## Our Team

**4 committees**

and communities of practice participation

**8 full-time staff**



# \*Chair

## Foreword



The past year has been nothing short of transformational for Teach Us Consent. What began nearly four years ago as a grassroots movement calling for change to Australia's national curriculum has now matured into a strategically refined organisation, equipped with the resources, partnerships, and vision to deliver impact at scale.

Over the past twelve months, we have gone through what could be described as our 'Year of Graduation.' In this period, Teach Us Consent moved from operating with limited funds on a volunteer basis to securing substantial government backing and the opportunity to scale our operations and mission. This investment has massively helped amplify our role in shaping a safer future for young people in Australia, and provided a mandate to continue embedding affirmative consent in the nation's culture.

2024/25 has also been the year we took our first confident steps beyond Australia's borders. With initiatives beginning to take shape in the United Kingdom and the United States, along with early exploration of opportunities in the Pacific, Teach Us Consent has demonstrated that our message resonates globally. Whether in London, New York, or Sydney, the prevalence of sexual violence is devastatingly universal. Far too many young people grow up without the awareness and tools they need to navigate and develop healthy intimate relationships, and too many systems fail to protect them. Our early exploration and engagement overseas reflects both the urgency of this challenge and the strength of our model in responding to it.

This transition has not been without growing pains. Rapid growth compelled us to adopt a new strategy, uplift our governance, and to prioritise where and how our efforts would make the greatest impact, while still responding to the myriad of opportunities that came our way. I am proud that Teach Us Consent has embraced this shift with maturity and an attitude of learning. We are no longer in a reactive phase; instead, we are proactively defining our path forward through the four strategic pillars of education, engagement, research, and advocacy. Each of these pillars is now underpinned by our research knowledge base, a stronger organisational backbone of our team, our advisory groups, experts, partners and our community of supporters.

Looking ahead, our ambition is clear. We will accelerate the rollout of impactful initiatives in Australia, while carefully and deliberately building our global presence. We will deepen our research base, amplify youth voices, and continue to partner with government, industry, relevant brands and community leaders to embed consent culture into every corner of society. Most importantly, we will stay true to our purpose: to create a world where healthy intimacy is the norm.

On behalf of my fellow Board members, I thank our team, our advisors, our partners, and our countless supporters and volunteers who make this crucial work possible. Together, we will continue to drive the cultural shift needed to end normalised sexual violence, in Australia and beyond.

*Matthew Hübner*

## \* CEO

## Foreword



It has been an absolute joy to reflect on the last year at Teach Us Consent Global and how much we have achieved in such a short time frame. The support, opportunities, impact and success we have had in the last year feels extra special given that when 'Teach Us Consent' started 5 years ago it was unnamed, volunteer-run, and largely operated out of my tiny room in a seven person share warehouse in Stoke Newington, London, during the 2021 COVID lockdowns.

During this time, we led a grass-roots movement on one of the most significant education policy changes ever seen - mandated consent education in the national curriculum in an age-appropriate and holistic way, every year from K-10. Unfortunately, there is no national curriculum for students in year 11 and 12 yet we continue to advocate for cultural and systemic change to support young people build the skills needed to flourish.

I can say with confidence that this year marks our most significant yet. Our Australian Government funded Promoting Consent Initiative exceeded its targets by 10 fold, reaching up to 5.9m young Australians. The campaign's impact was tangible with over 985,000 engagements, 306,000 website clicks, and a reach that resonated deeply across diverse communities. We were especially encouraged to see men aged 18-24 engaging with our content, and for certain topics, were more likely than women their same age to watch videos until completion. Regional areas showed some of the highest engagement, and First Nations audiences had the strongest completion rates. This is proof that when content is designed with communities, youth voices and experts together in a tone that is authentic - and delivered by a trusted partner - it can resonate and contribute to the world that we want to see. We thank our Youth Advisory Group for their perspectives and real world experience that informed all of our assets and contributed to our success.

We deeply thank the Albanese Government, particularly Minister Plibersek and Minister Rishworth and our colleagues at the Department of Social Services for funding this important initiative. It has been a pleasure to work with you all on this impactful work, and learn so much from you along the way. We also extend our thanks to the Coalition, the Greens, and Independents across the country for their dedication to ending violence against women and children and their ongoing support over the years. Sexual violence is a human rights issue, not a political issue, and it's something we can be proud of in our country that the types of initiatives that Teach Us Consent runs gains cross-party support for the greater good of the next generation. We appreciate the Government's trust in us, a youth-led organisation, to step up to this tremendous challenge and we are ready to scale and grow with future impact projects.

Adam, who has been a volunteer from day one and now our General Manager, and I were at a dinner together one night. I told the group a story I read about how an incredibly successful crowdfunding campaign led to a small volunteer organisation receiving \$5m in one go. On hearing this, I said "oh

my gosh, that would be an absolute nightmare”. Adam stared at me for a few moments waiting for me to clock that was the exact nightmare we had just gotten through, and when I did, we laughed together. Of course, the people behind and in support of Teach Us Consent over the past five years have navigated the growing pains of scaling a start-up movement into a sustainable organisation with resilience, ambition, creativity, and integrity. It was no easy feat to go from a small, volunteer run organisation to meeting all the governance and compliance requirements to take on a government project, but I could not be prouder in the team and the board for how we accomplished that. Personally, I am elated that we have now laid the foundation to grow without limits - and someone can tell a similar story about us.

Behind these milestones is an extraordinary team. The people of Teach Us Consent have built this organisation from the ground up. They’ve transformed a movement into a professional, purpose-driven entity. Every member brought a unique skill set and deep sense of care to their work. They’ve proven that you can build something impactful without losing authenticity and that an organisation born from activism can mature without losing its guiding ethos. Out of everything that’s been achieved the last few years, the people who represent Teach Us Consent are what I’m most proud of. I’d like to thank Matt, Holly, James, Adam, Tess, Pnina, Sofia, Annabelle, Ralph, Kye, Jack, Kaylyn, Lisa, Nevo, Max and our many experts and board advisors.

Our success also belongs to our partners from Lifestyles, Tinder, Canva, Match Group, Untitled Group, Laneway Festival, Carriageworks, and the educators, and parents and caregivers, who continue to champion this message into mainstream space. Every collaboration extends our reach, and every conversation sparked brings us closer to a culture built on respect and communication.

Our growth and success the last year has also been made possible by the generosity and expertise of those who have believed in our mission. We are deeply grateful to our donors, whose trust and investment have allowed us to scale with purpose

and ambition. We would like to particularly extend our gratitude to Minderoo Foundation, whose generosity and untied funding has allowed us to respond effectively and efficiently to rising challenges, and new opportunities. It’s been a dream to work alongside a passionate and mission-aligned team. Thank you also to the Goldstone Foundation and the Polese Family Foundation for their generous support throughout the year.

We also extend our sincere thanks to the lawyers at Allens and Johnson Winter & Slattery, and the team at KPMG for their support, helping us strengthen our governance, policies, compliance, and financial systems. Together, their contributions have been invaluable in ensuring that Teach Us Consent not only thrives as a movement but endures as an institution.

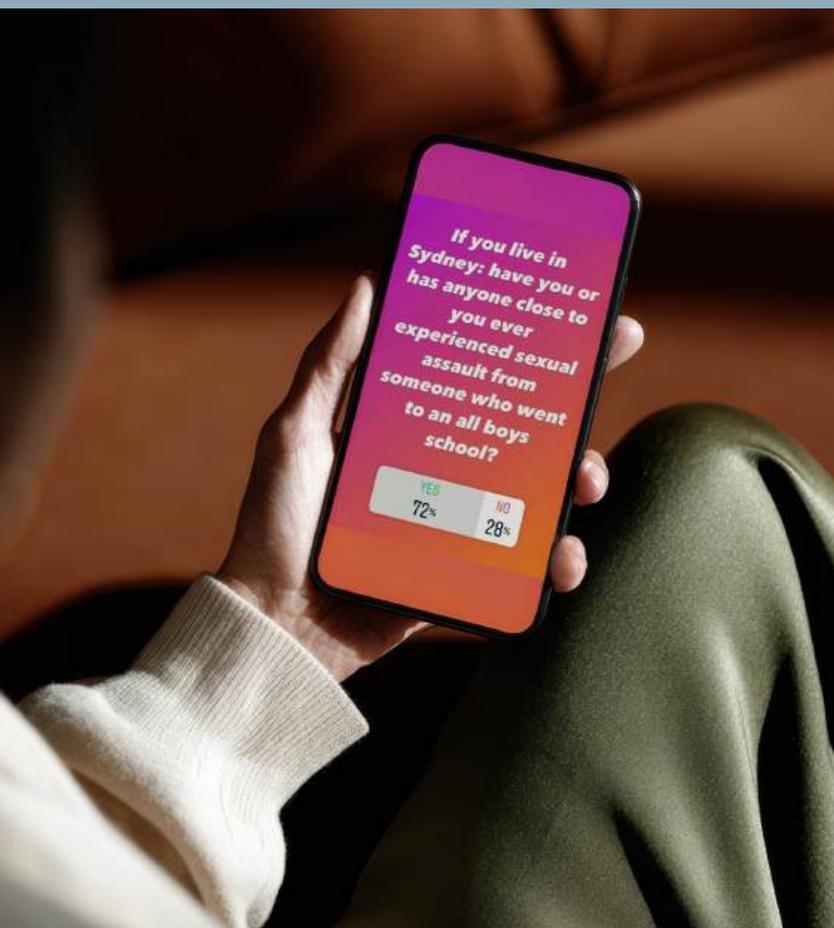
As we look ahead, I’ve been reflecting on the power of the young voices that drive our work and the experts who guide us. It’s increasingly clear that the drivers of sexual violence now extend into the digital world - from algorithms that amplify extreme misogyny to the pervasive influence of pornography when used as a substitute for adequate sex education, and the urgent need for policymakers to address the emerging impacts of technology. In 2026, we’re excited to take this work onto the global stage, with our US expansion starting January 2026.

On behalf of Teach Us Consent, we thank all who have supported and contributed to our mission to eradicate normalised sexual violence and we look forward to continuing to build a world where healthy intimacy is the norm.

*Chanel Contos*

# \*About Teach Us Consent

Teach Us Consent was born out of a powerful grassroots movement — a collective call to create a world free from sexual violence. Driven by our vision for a culture where empathy, respect, and affirmative consent are the norm, we work to equip young people with the tools to lead this change.



It all started when our CEO & Founder, Chanel Contos posted this on her Instagram story in 2021. Chanel asked: Have you or anyone you know been sexually assaulted by someone who went to an all-boys private school?

Over one in five (this number is likely higher as sexual violence remains underreported across the world) Australian women have experienced sexual violence. Sexual violence crime rates are at a 31 year high in NSW while reporting has almost halved. The latest Australian Child Maltreatment Study reports that while sexual abuse perpetrated by adults against adolescents is decreasing, child sexual abuse perpetrated by adolescents against other adolescents is increasing.

Since then, Teach Us Consent has continued to make a powerful impact. From being part of significant consultations with lawmakers about dating app regulation, spearheading the campaign

to criminalise stealthing across the country, and leading a national, federally funded, digital education campaign around consent, sex and relationships. Teach Us Consent has sparked an ongoing global conversation around sexual assault and consent, starting in Australia and have included consent into mainstream culture and language. Our advocacy has led to significant policy and legislative reform, including the introduction of mandatory, holistic consent education in all Australian schools and the criminalisation of stealthing in a number of Australian states and territories. This progress has elevated Australia to become a world-leader in consent education and violence prevention policy.

# Timeline

## 2021

### Feb \*

The Teach Us Consent website launches following an influx of support for the campaign, with 44,000 people signing the petition to mandate consent education in the Australian National Curriculum.

### April \*

Teach Us Consent begins working with the Australian Curriculum, Assessment and Reporting Authority to incorporate consent education nation-wide. Victoria announces its state-wide mandate.

### September \*

Teach Us Consent hosts a Roundtable event to discuss consent education. It is attended by Australia's most influential education & human rights stakeholders and youth victim-survivors.

### \* March

Chanel Contos and NSW Police launch Operation Vest to encourage informal reporting of sexual assault. This sees an unprecedented 54% month-on-month increase in reporting in NSW.

### \* April

The petition hosted on the NSW Parliament triggers a debate, which results in unanimous agreement for improved consent education in NSW.

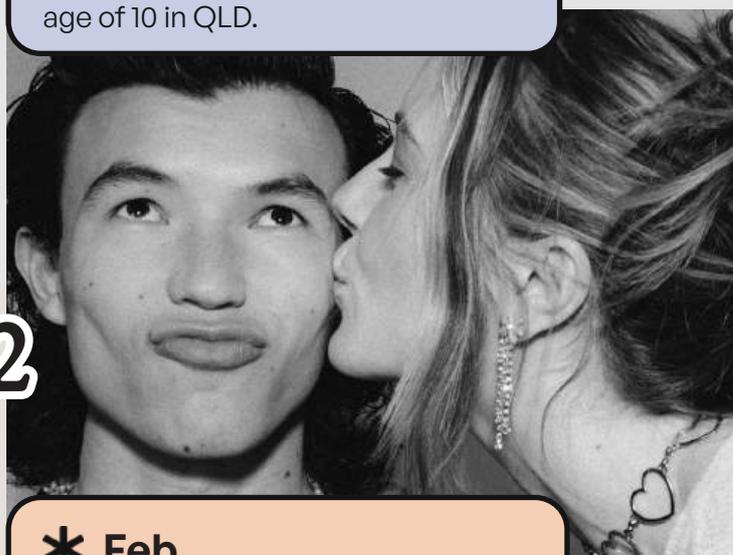
### \* July

Following a meeting with Chanel in March, QLD announces that consent education will be mandatory from the age of 10 in QLD.

## 2022

### \* Feb

Chanel on behalf of Teach Us Consent presents at a meeting of the Ministers of Education. It is here that they unanimously agree to mandate consent education in the National Curriculum.



**March \***

The government gives \$5M to the Human Rights Commission for a school survey after Chanel's meeting with PM Scott Morrison. Teach Us Consent is appointed a senior advisor on the project.

**\* July**

Teach Us Consent hosts a roundtable about the criminalisation of stealthing. It is attended by Attorney Generals, Shadow Attorney Generals, key stakeholders, and victim-survivors.



**2023**

**March \***

Following Teach Us Consent's advocacy, QLD & SA criminalise stealthing. WA remains the only jurisdiction to not have made stealthing an offence.

**\* May**

Albanese Government funds Teach Us Consent \$3.5 million to create social media resources for 16-25 year olds.

**2024**

**Feb \***

Over the summer festival period, Teach Us Consent appeared at major music festivals, reaching over 250,000 people with consent messaging.

**\* October**

Tinder's Consent Course Launched in collaboration with Teach Us Consent, reaching millions of dating app users.



**2025**

**May \***

Teach Us Consent gives evidence at NSW Pornography Harms Inquiry, and calls for a national porn education campaign and porn literacy in schools.

**\* May**

Teach Us Consent's Government Funded Promoting Consent Initiative launches, ultimately reaching 5.8 million young people in its four-month campaign period.

# \*Strategic Plan

## Vision

**A world free from normalised sexual violence**

## Mission

**To drive systemic change by transforming cultural norms, influencing policy and mobilising young people and communities worldwide that prevents sexual violence**

## Approach

Teach Us Consent operates with a prevention-first approach, from the belief that when young people understand, practise, and model affirmative consent, they drive a wider cultural shift that prevents sexual violence before it occurs.

### Our model integrates:

- Mass engagement to shift culture and norms;
- Education and tools to build capability; and
- Policy and advocacy to embed change systemically.

## Values

### Innovation

We challenge outdated systems and find bold, creative ways to change culture and norms.

### Empathy

We lead with understanding, centring survivor voices, lived experience, and care in every conversation about consent and respect.

### Inclusivity

We ensure our work reflects diverse identities, experiences, and perspectives.

### Integrity

We act with honesty and accountability in everything we do, upholding trust with those we serve including our community, partners, and stakeholders.

# Strategic objectives:

## 1. Shifting norms at scale

Embed affirmative consent and respect into mainstream youth culture by reaching and engaging millions globally through campaigns, cultural partnerships, consulting community leaders and grassroots mobilisation.

## 2. Influencing systems and policy

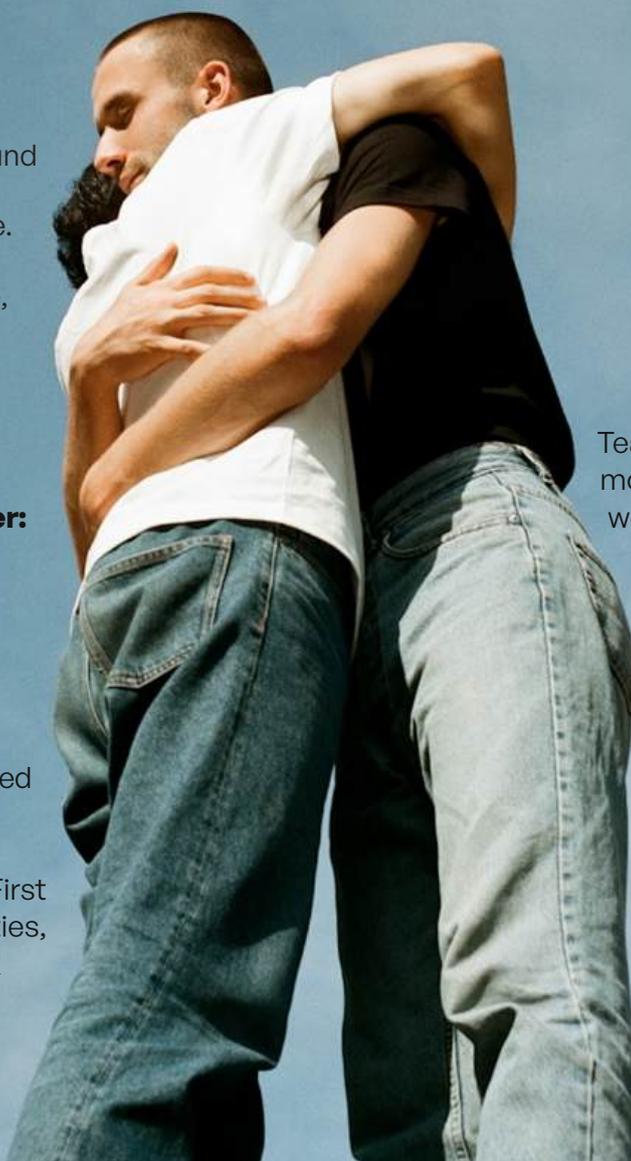
Drive systemic reform by shaping policies, laws, and institutional frameworks across society to prevent sexual violence.

## 3. Establishing organisational sustainability

Secure long-term impact through strong governance, diversified multi-year funding, global partnerships, and a values-driven team culture.

# Enablers of Success:

- **Research & Evidence:** Ground all work in data, research, testimonies, lived experience.
- **Brand Reach & Influence:** Digital-first, grassroots voice, strong media credibility.
- **Delivery Excellence:** Strong governance, efficient spending, high-quality and culturally relevant content.
- **Sectoral Partnership Power:** Convening, collaborating, innovating across sectors.
- **Trusted Partner for Young People:** Survivor testimony, youth leadership, apolitical organisation focused on human rights, strengths-based approach.
- **Intersectional Approach:** Actively include LGBTQIA+, First Nations, people with disabilities, CALD, rural, and other at-risk communities.

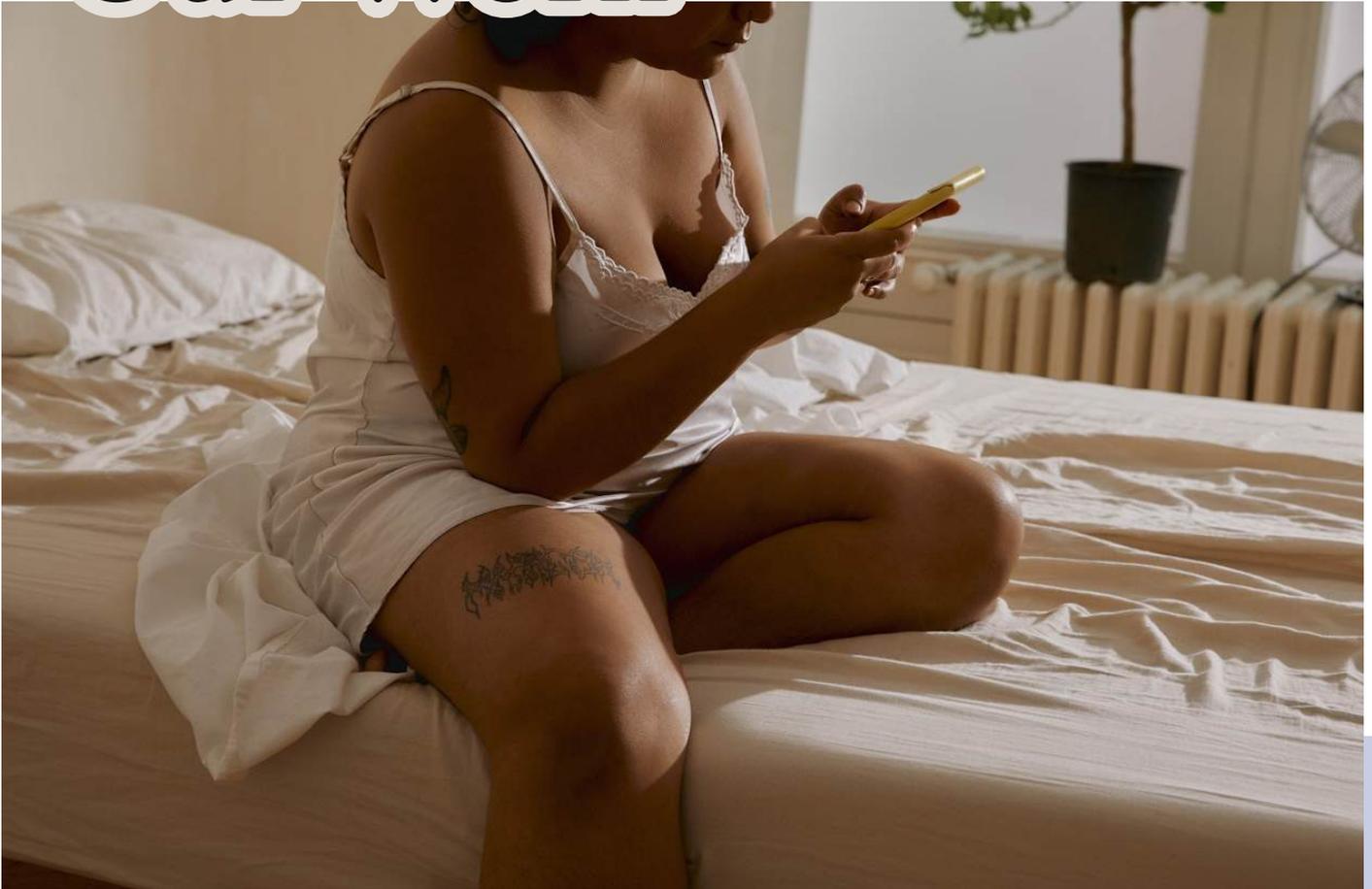


Teach Us Consent is a global movement transforming how the world understands and practises consent, equality and respect. We exist to end normalised sexual violence by building a culture rooted in empathy, respect, and affirmative consent. Powered by youth leadership and lived experience, we combine evidence-based education, digital-first mass education and policy influence to shift norms and embed change at a global scale.



**\*Core Pillars**

# \*Our Work



In 2024, Teach Us Consent was funded by the Australian Government to create a national suite of resources about consent and respectful relationships. Launched in May 2025, the Promoting Consent Initiative (PCI) is our largest and most ambitious digital campaign to date.

**The goal: to reach 500,000 young Australians in three months.**

In just the first six weeks of the launch of Promoting Consent Initiative resources (May–June 2025), we exceeded expectations, reaching 2.5 million young Australians across Instagram, TikTok and Facebook. The Promoting Consent Initiative was designed to create cultural change at scale – equipping young people with practical language, resources and examples that make consent clear and relatable.

Central to our approach is ensuring that we provide an avenue for young people to tell us what they

want to learn when it comes to consent and healthy relationships, and the ways, and modes in which they'd like to learn it.

Young people, experts and sector organisations were engaged through surveys and consultation to capture this information. This developmental research, as well as engagement with sector experts and co-design with our Youth Advisory Group, formed the basis of resources and content developed.

**2.5M reached in  
6 weeks - 5x our  
3 month target**

# \*Reaching Young Australians at Scale

Of the 5.8 million reached in campaign's entirety:



**Men aged 18-25 were most likely to engage.**

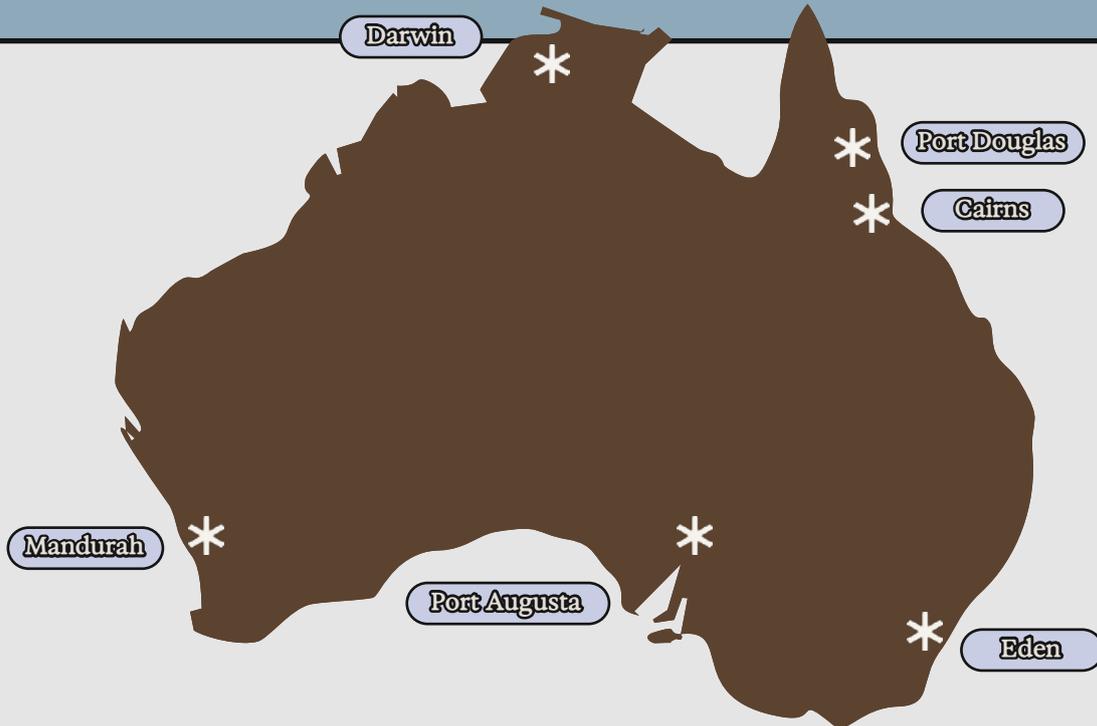
**Across platforms, men aged 18-25 were more likely than women to click through social media posts to our website, where they stayed at the same rate as women to learn more about consent and respectful relationships.**

This is a powerful early result. At a time when there is valid concern about harmful online "men's lifestyle" content, the PCI shows that boys and young men are willing to engage with content about safe, healthy relationships when it feels authentic, relevant and respectful.

# \* Where We Reached People

## Strong website engagement in all regions across Australia.

While the highest volume of new website users and sessions came from Sydney, Melbourne, and Brisbane, regional engagement was also strong.



**Audiences in smaller and rural cities such as Eden, Port Augusta, Port Douglas, Hobart, and Cairns were more likely to:**

\* Spend longer exploring resources

\* Download printable posters and guides

This highlights the importance of ensuring access to consent education extends beyond metropolitan centres to communities across the country.

# \*What Young People Want to Know

## Topics young people are engaging with most.

Audiences have engaged most strongly with content that provides practical and actionable tools:

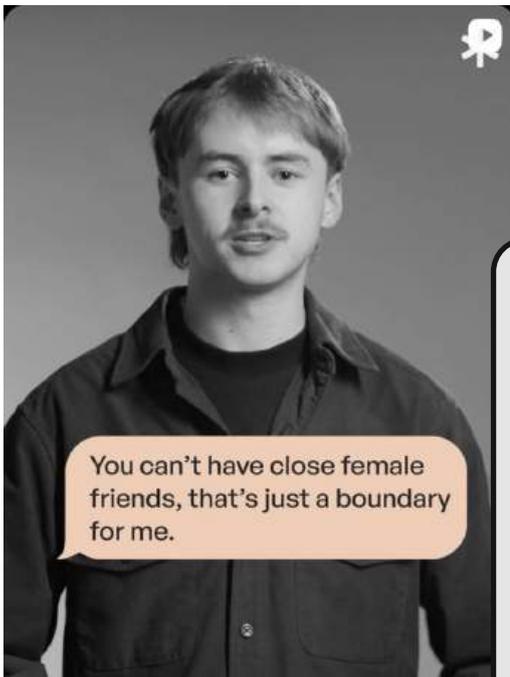
\* How alcohol affects and complicates consent

\* What “enthusiastic consent” actually means

\* How to set and respect boundaries, and spot the difference between genuine boundaries and controlling behaviours

These insights confirm what both our developmental research and our Youth Advisory Group (YAG) have told us: young people want scripts they can use in their own lives.

## Case study: Blake Pavey



One of our most successful pieces was a reel on setting boundaries created with comedian Blake Pavey, which far exceeded reach expectations. His humour and honesty helped spark conversations among young audiences well beyond our usual reach, showing the power of pairing evidence-based education with relatable voices.

“Growing up as a guy in western Sydney in a fairly traditional family ... where I never really had parental role models in terms of socialising and guidance lead to me having really unhealthy relationships with others in my teen years.. and now ... thanks to resources like yours, ... [I’m] having stable relationships will people of all genders and backgrounds and have a solid relationship with my gorgeous partner. I hope I can learn enough from your content to help other guys in my circle, I think the key now is to get us blokes to help each other in doing better so please keep it up, you’ve really helped me.”

- Audience feedback, 2025

## Working with trusted voices

To connect with Gen Z authentically, we collaborated with a wide range of notable voices – from comedians, musicians and footy players, to activists, experts in sexual violence prevention, and young Australians themselves. Together, we created a huge suite of vodcasts, podcasts, YouTube mini-docos, and short-form videos that model vulnerable, respectful and empathetic conversations around consent, sex and relationships.

# \*Inclusive and Community-Led Resources



## First Nations resources at the forefront

We worked alongside 33 Creative (Aboriginal owned media agency) to create specific First Nations content, including reels and a free printable consent guide that referenced real life scenario, examples and scripts.



## Our resources for young people with disability

For the first time at Teach Us Consent, we created Auslan translated videos. They covered a number of topics across the PCI including the principles of consent, how to handle the withdrawal of consent, lesser known trauma responses, and the difference between sexual harassment and sexual assault. We engaged two interpreters to deliver the message to the Deaf community.

By centering diverse voices and providing specific resources, we are making space for young people to see themselves represented in the movement for cultural change.

Teach Us Consent has also worked with an organisation specializing in creating accessible resources in easy read format to create a number of easy reads covering some of the core content within the Promoting Consent Initiative. This includes topics like boundary settings, power dynamics and consent basics. These resources are set to be launched in September 2025.

In the first six weeks of PCI, our webpage featuring First Nations-led resources was the second most visited page on our website.

In addition, four articles were translated into Yumplatok (Torres Strait Creole). The identification of articles for translation was done in collaboration with 33 Creative with content topics covering consent basics, sexual assault, sexual harassment and coercive control identified for translation. These resources are set to be launched in September 2025.



## Our resources for cultural and linguistically diverse young people

Australia's most commonly spoken languages other than English include Mandarin, Arabic, Vietnamese and Cantonese. While English proficiency typically increases across second-generation migrants, our approach prioritised languages most widely spoken by people born overseas. Current population data highlights China, India, the Philippines and Vietnam as the largest overseas-born communities. Based on this, we selected Chinese (Simplified), Hindi, Vietnamese and Filipino for translation.

Guided by insights from developmental research and community consultations, we identified key assets for translation: three printable A3 posters and four long-form articles, each produced in all four languages. These resources cover essential topics including consent basics, principles of consent, sexual harassment and sexual assault, and coercive control.

These resources are set to be launched in September 2025.

# \* Developmental Research

To inform the Promoting Consent Initiative (PCI), our developmental research explored priority areas to shape Teach Us Consent’s content and distribution strategy. We engaged young people, experts, and sector organisations through surveys, interviews and consultations; with primary research supported by secondary data provided from external programs.

## Developmental research conducted by external agencies and by Teach Us Consent staff:

### Pre-Testing Survey:

1,975 young people ( age 16–25) surveyed.

#### Purpose:

Established baseline data on attitudes, knowledge, and behaviours around consent and respectful relationships.

### StudentEdge Research (YouthInsight):

1,056 young people ( aged 16–25) surveyed + 16 focus interviews.

#### Purpose:

Gathered data on social media use, brand awareness, and content preferences.

### Rapid Literature Scan:

Reviewed research on social media and consent.

#### Purpose:

Identified best-practice principles for engaging young people online, strategies from past campaigns on sexual violence, and insights into current attitudes and understandings of consent.

### Consultations:

16 sessions with community groups, young people, peak bodies, and experts.

#### Purpose:

Informed resource content focuses, mediums, messaging considerations for priority demographics and establishment of DEI framework for the Promoting Consent Initiative.

### Initiative Scan:

Reviewed consent education campaigns by state and federal governments, and key NGOs.

#### Purpose:

Identified existing approaches, gaps, and opportunities to strengthen and differentiate the Promoting Consent Initiative.

### Victim-Survivor Research Survey:

32 victim-survivors aged 20–60 participated via The Survivor Hub’s Instagram and private Facebook group

#### Purpose:

Ensured the voices and experiences of victim-survivors directly informed and framed content.

# \*Digital Reach & Engagement

## Reaching Australians online with consent education

Teach Us Consent began on Instagram, with a simple callout that snowballed into a national conversation. Today, our digital platforms remain the core of how we reach young people with trusted, practical consent education.

Between July 2024 and June 2025, our presence across Instagram, Facebook, TikTok, YouTube and our website continued to grow – providing accessible, youth-led content that makes complex issues easier to understand.

## At a glance (FY24 – 25)

### 13.3M Instagram reach

359K interactions

#### Audience

♂ 14.3% male  
♀ 85.7% female

### 5.2M views TikTok

launched Aug 24

239K likes

4.9K shares

4.7K new followers

#### Audience

♂ 48% male  
♀ 52% female

### 183K YouTube views

35 countries tuned in:

1. Australia

2. Germany

3. United States

#### Audience

♂ 56% male  
♀ 43% female

### 830K Facebook reach

### 61.5K website sessions

40%  
engagement rate,  
(277% increase on last FY)

35 countries  
tuned in

1. Australia
2. Germany
3. America

### Newsletter

launched on August 20th 2024

3,800 subscribers  
by June 2025

A consistent  
54.5% open  
rate \*

\*(well above the NFP average of 25–40%)

# \*Engagement Highlights

## On Instagram, our most engaged content included:



**1M+ views** on a reel unpacking the “manarchy”



**7.4M+ views** on carousel for International Women’s day



**1.9M views** on a reel unpacking how alcohol affects consent



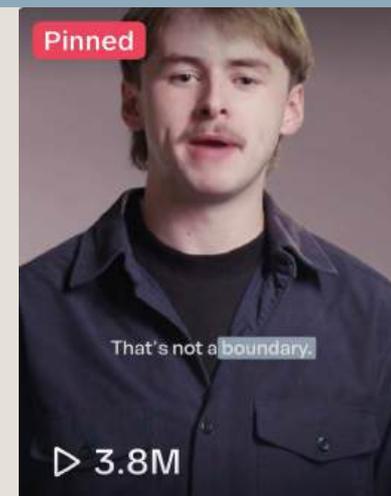
## On TikTok, our most engaged content included:



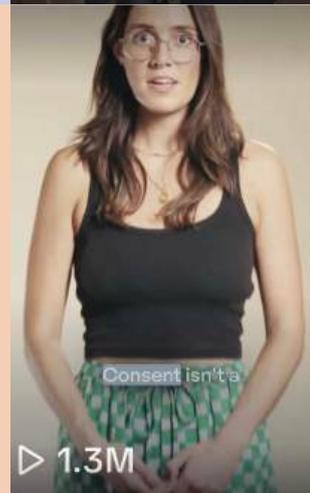
**2M views** on a video about the unfair beauty expectations on women



**3.8M views** on a video explaining boundaries with Blake Pavey



**1.3M views** on a video about how consent is ongoing and reversible



# \*Our Global Newsletter

## Solicited Advice

👁️ **3800 subscribers**

👁️ **54.5% average open rate over 10 months of existence**

👁️ **Global audience, USA & AUS leaning**

In August 2024, Teach Us Consent launched our weekly free educational newsletter. The newsletter is a new platform to further democratise consent, relationships, and sex education, and introduce our work to a global audience. It features two complementary content streams designed to educate, engage and empower readers.

Every fortnight, a guest writer contributes a long-form deep dive exploring a timely and crucial topic — articles have covered benevolent sexism, supporting victim-survivors after an assault, the rollback of comprehensive consent education in the United States, and how to talk to young people about pornography. These pieces allow for greater nuance, context and resource-sharing than limited social media formats typically permit, helping our audience build a richer understanding of complex issues.

On alternating weeks, we publish Unsolicited Advice, where readers submit anonymous questions answered by our rotating team of international

“ Perhaps the association between hostile and benevolent sexist beliefs isn’t surprising, as it has a shared foundation: that women are lesser than men. And so, when dating as a woman, the man who wants to pay the bill and hold the door is often also the man who will control you.

- Macken Murphy ”

experts across education, sexology, sexual violence prevention and the law. This trusted advice column has quickly become a valued source of clarity and compassion for our audience.

Key collaborators have included Professor Neil (with a combined following of X across socials), activist Gina Martin, and educator Macken Murphy. We’ve also expanded into budding international partnerships with organisations such as Revolución Violeta and The Youth Sexpert Program, strengthening our global reach and impact with a focus on the United States.

“ **There is no monster factory churning out men who abuse women. There are just people and the culture they live in.**

- Gina Martin ”

Our newsletter maintains an exceptionally strong average open rate of 54.5%, peaking at 67%. Week on week, we perform well above industry benchmarks, underscoring our position as a credible and highly engaged voice, and the enduring need for trusted education on consent and relationships.

As we look to 2025, our focus is on deepening audience understanding, identifying knowledge gaps, and collaborating with writers, educators and brands — particularly in the United States — to ensure this free, accessible education continues to reach and empower as many people as possible.

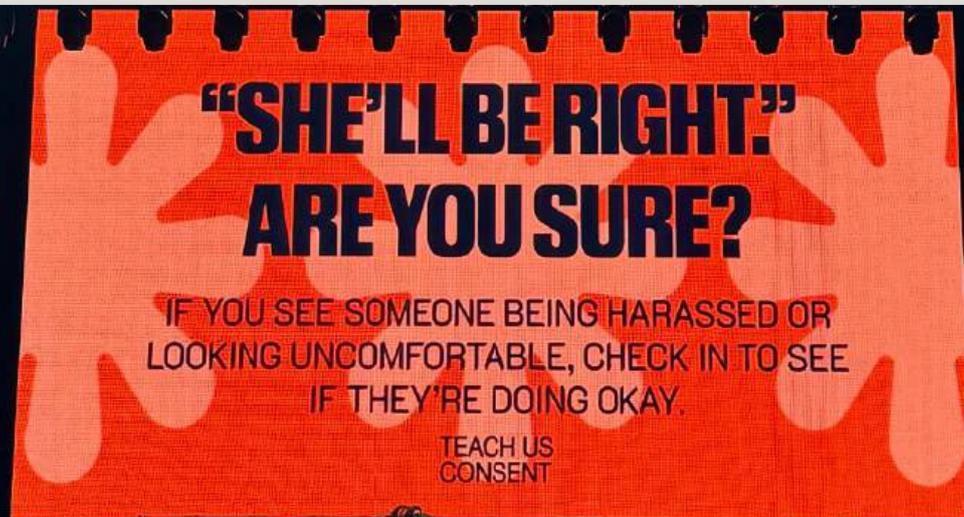
# \*Festival Activations

In 2024 - 2025, Teach Us Consent reached almost half a million young people in Australia through our expanding grassroots music festival strategy.

Culture is felt, shared and reimaged at music festivals. By forming mutually beneficial, high-impact partnerships, we leveraged this fertile ground to contribute to consent culture and a safer society. With a majority believing sexual harassment (95.1%) and sexual assault (88.6%) occur at music festivals, our work in this space is both opportune and urgent.

We deepened our presence by returning as a partner partner of Laneway Festival for a second year, kicked off a partnership with Lost Paradise, and joined Untitled Group to drive prevention efforts at Beyond The Valley and Wildlands across several locations, as well as creating bespoke resources for Ability Fest which doubled down on accessibility and inclusion.

Our strategy integrates across many festival touchpoints. Before events, we co-design consent content for social media channels, eDMs and



ticketing communications to set expectations around respectful behaviour. At events, we place co-branded, evidence-based consent messaging throughout posters at bars, bathrooms, safety hubs and other high-traffic areas. Most notably, we put consent centre stage with approachable messaging on IMAG screens, as well as supporting staff briefings to build confidence in identifying and responding to sexual harassment.

This year, our campaigns achieved mass awareness of consent and sexual wellbeing, normalising

conversations once considered taboo. By meeting people where they are — amid the openness and vibrancy of festivals — we inspired positive behaviour change, encouraged bystander action, and helped set new standards for event safety.

The outcome is both cultural and tangible: festivals that are safer, more inclusive and prevention-driven, and a generation increasingly viewing consent as a shared social responsibility. Teach Us Consent continues to solidify its position as a national leader in consent education and youth engagement.

# Testimonial from Untitled Group

“We began the conversation with Teach Us Consent early last year, fostering a natural connection through our shared values and the care and consideration of their team. Together, we created bespoke consent education messaging for various touchpoints at our festivals, both physically and digitally, to over 130,000 attendees.

Teach Us Consent’s expertise on communicating sensitive topics to a young audience was invaluable to our harm reduction implementations. We’ve seen a real positive impact with patrons feeling more comfortable seeking help if they experience inappropriate behaviour. Simultaneously, patrons felt more aware of their own actions toward others. We’re excited to be working with them again for our next festival season.”

**Untitled Group** - *Australia’s largest independently-owned music and events company*

June 2025



# \*Partnerships

Our partnerships this year have allowed us to deliver consent education in accessible, scalable, and impactful ways.



## Music Festivals

We teamed up with some of Australia's biggest music festivals to make consent a headline act. Together with Laneway, Beyond the Valley, Pitch Music & Arts, Wildlands, Ability Fest, and Lost Paradise, we created clear, consistent messaging tailored to each festival's unique tone. Our consent and bystander intervention messages appeared across digital communications in the lead-up to events, on stage screens, and through posters in high-traffic areas, reaching over 250,000 festivalgoers throughout the season.

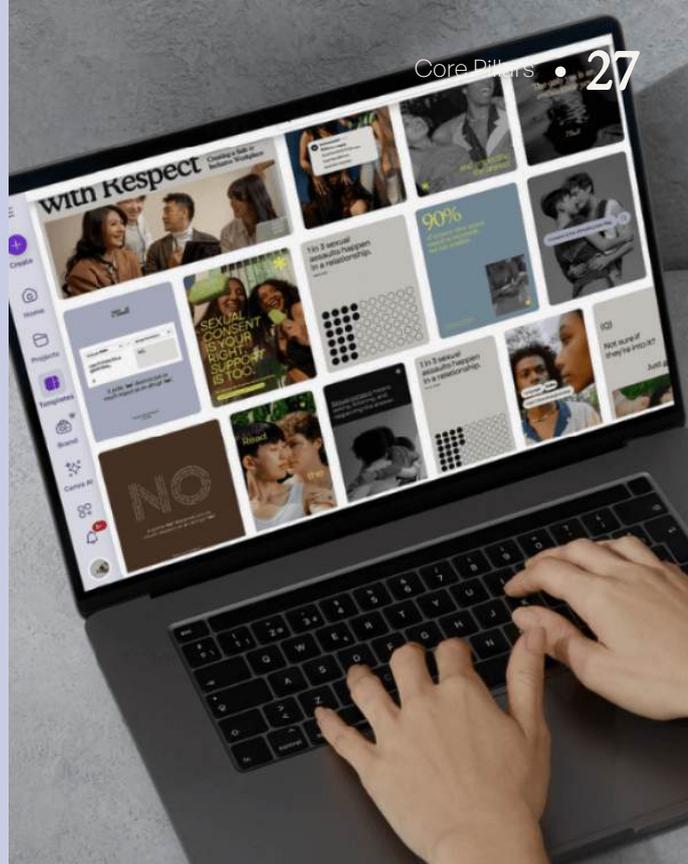


## LifeStyles

We partnered with a leading sexual wellness brand LifeStyles to place a consent reminder where it matters most — on 4.3 million condom foils and packages — reaching young people in crucial moments with practical messaging. Together, we also launched digital and social campaigns, and distributed free sexual health products at major camping music festivals, ensuring consent and safety were part of every experience.

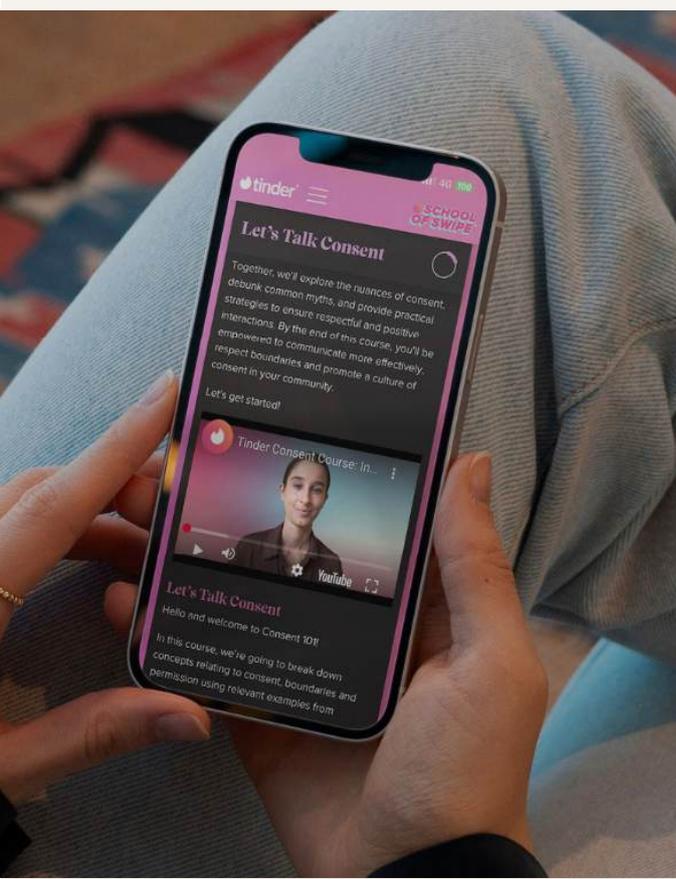
# Canva

World-leading tech company Canva partnered with us to create a comprehensive, visually engaging toolkit of social media assets, presentations, printable posters, and workplace policies. Our content covered everything from approachable consent messaging for young people to sexual harassment prevention and response in workplaces, to easy-to-use consent education presentations for school settings. Freely accessible to Canva’s 250 million users worldwide, this partnership makes consent education even more creative, practical, and far-reaching.



# The Imperfects

We partnered with top Australian podcast The Imperfects to bring together a bonus episode exploring masculinity, violence, and accountability. To guide this conversation, we co-created a set of Vulnerabilitea House digital question cards, designed to help the hosts (and anyone!) reflect on their attitudes, past actions, and have open, respectful discussions about growth. The cards were shared online and featured in The Imperfects’ purchasable deck of cards, extending the conversation beyond the podcast.



# Tinder

We partnered with the world’s most popular dating app to create and promote an industry-leading consent guide for millions of users. The guide offers a crash course on verbal and non-verbal consent, exploring how it applies both in person and online. We also leveraged our social media platforms to highlight the app’s evolving safety features, helping users understand the tools available to protect themselves and others while dating online.

# \*Public Engagement



## NSW Government Porn Harms Inquiry

Our CEO and Founder, Chanel Contos, represented Teach Us Consent at the NSW Government's Porn Harms Inquiry, alongside the Office of the Advocate for Children and Young People and the NSW Women's Safety Commissioner.

Chanel highlighted how pornography is increasingly shaping young people's understandings of sex and relationships:

“

**Porn is a form of entertainment and must not be used as a substitute for sex education.**

Yet, for many young Australians, it is their main form of sex education—exposing them to extreme sexual acts and limiting ideas about sexual roles, years before they can explore their own sexuality.

”

**At the Inquiry, Teach Us Consent called for:**

- **Age verification technology on pornography sites to prevent childhood exposure.**
- **A national porn and media literacy campaign to help young people critically engage with how porn influences their expectations and attitudes.**
- **Integration of porn literacy into school-based sex education.**

Additionally, members of our Youth Advisory Group contributed to a confidential roundtable, providing firsthand insights into the impacts of pornography on young people.

## Minderoo Behavioural Insights Team Advisory Committee

Teach Us Consent joined the Behavioural Insights Team (BIT) Advisory Committee this year, contributing youth-centred insights into innovative approaches on addressing sexual violence within public policy across Australia and the Asia-Pacific.

## eSafety Commissioner's Social Media Age Restrictions Consultations

As the Federal Government prepared to enact the Online Safety Amendment (Social Media Minimum Age) Bill 2024, Teach Us Consent participated in consultations with the eSafety Commissioner, advocating for a centring of young people's voices within the legislative transition.

## National Respectful Relationships Education Expert Working Group

Following the rollout of our Promoting Consent Initiative, Teach Us Consent was invited to present to the Federal Government's National Respectful Relationships Education Expert Working Group (NRREEWG). We shared findings from our developmental research and key learnings from the Initiative to inform national approaches to respectful relationships education.

## Commonwealth Sexual Violence & Harassment Community of Practice

The Department of Social Services invited Teach Us Consent to present at the Commonwealth Sexual Violence & Harassment Community of Practice. We shared strategies from the Promoting Consent Initiative, with a focus on engaging young men and boys in prevention efforts, contributing to broader knowledge sharing across the sector.



**\*Organisation**

# \*Our Governance

## Board of Directors

Teach Us Consent Global is guided by a diverse and skills-based Board of Directors who are responsible for setting the organisation’s long-term strategic vision, monitoring performance, and safeguarding its overall position and reputation. The Board provides oversight to ensure that the organisation continues to act with integrity, transparency, and a commitment to its mission.

During the Financial Year 2024/2025, the Board convened on three occasions to deliberate on key

priorities and challenges. In addition, an Annual General Meeting was held on February 05, 2025, where the independent audit report was formally adopted and the register of Members was updated and confirmed. These governance processes ensure strong accountability and alignment with best-practice standards.

The Board is composed of the following Directors and Members, each contributing unique expertise and perspectives:

**Chanel Contos**  
Managing Director



**Matthew Hübner**  
Chair, Chief Strategy Officer



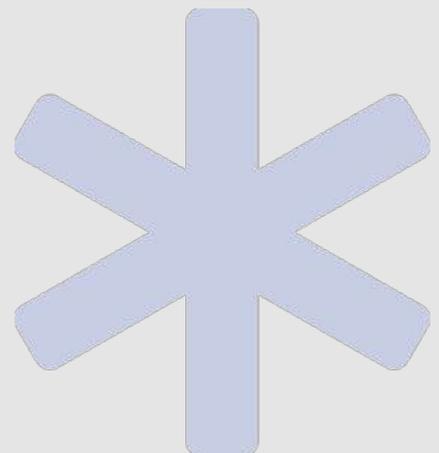
**James Contos**  
Non-Executive Director



**Holly Rankin**  
Non-Executive Director



**Adam Hegedus**  
Company Secretary (Non-Director), General Manager, Child Safety Officer



# Finance & Audit Committee

To strengthen governance and oversight, the Finance & Audit Committee was formally established and convened in June 2025. This Committee plays a vital role in supporting the Board on matters relating to financial sustainability, risk management, compliance, audit processes, and legal obligations. By providing specialist advice and careful review, the Committee helps ensure that Teach Us Consent Global remains resilient, transparent, and accountable in its operations.

**The Finance and Audit Committee is composed of:**



**Adam Hegedus**  
Chair



**Ralph Scott**  
Committee Secretary



**Matthew Hübner**  
Member



**Chanel Contos**  
Member



# DEI Governance

Teach Us Consent is committed to embedding Diversity, Equity and Inclusion (DEI) across the organisation. Our DEI Framework provides the structure for this work, guided by three principles:

## 1. Inclusive leadership and accountability

As an organisation, we strive to model leadership within and beyond the Promoting Consent Initiative that promotes and prioritises diversity, equity and inclusion at every level and keeps ourselves accountable to the DEI actions we set out to achieve.

## 2. Meaningful engagement and co-design

Our engagement with young people and with the sector is meaningful and safe and strives for true rather than tokenistic co-design and engagement.

## 3. Inclusive and accessible content

Content developed is designed to be inclusive and accessible to young people from priority population groups, ensuring a targeted approach and equitable access to information about consent and healthy relationships.

The DEI Manager works closely with staff, directors, the board, and external partners to support implementation of the framework, and maintains regular touchpoints to explore new ways of how Teach Us Consent can support diversity, equity and inclusion across all projects and daily work.

Regular updates on DEI initiatives and actions are provided to organisational leadership.

### Key Actions to date:

- Integrating insights from DEI consultations and research into content strategy
- Applying the DEI checklist to draft materials
- Translating resources into multiple languages
- Developing accessible formats, including Easy Reads and AUSLAN translations



# Our Executive Team



## Chanel Contos

*Founder and CEO*

Chanel Contos founded Teach Us Consent. It started on Instagram, and soon evolved to make mandated consent education a political priority. In order to achieve this, she worked closely with politicians from across the political spectrum, including prime ministers.

Chanel was the recipient of the Australian Human Rights Commission Young People's Medal in 2021, and in 2023 she was named NSW Young Woman of the Year for her persistent efforts towards eradicating rape culture. Chanel has also been presented with the prestigious Diana Award for her humanitarian work, and in 2022 she was listed as one of the BBC's 100 inspiring and influential women worldwide.

Chanel has a Masters in Education, Gender and International Development from University College London and was recently appointed by Julia Gillard to chair the Global Institute for Women's Leadership's Youth Advisory Committee. She also sits on multiple government reference panels, and consults for multinational companies on violence prevention.

She is the author of *Consent Laid Bare: sex, entitlement, and the distortion of desire*.



## Adam Hegedus

*General Manager, Company Secretary & Child Safety Officer*

Adam is an NGO founder, senior management and policy advisor on education and equality globally. Adam volunteered with Teach Us Consent since its inception and recently joined as General Manager in a full-time capacity. He is also the volunteer Co-Founder and CEO of Educating The Future, an Australian NGO providing quality pre-school education to Timorese children. He completed his Masters of Public Policy and MBA (distinction) from the University of Oxford, and received a first class Honours from the University of Sydney for his research on Gender Equality on Australian Boards. He is an Elected Member on the Australian Council for International Development's Code of Conduct Committee.



## Sofia Stavrou

*Research and Executive Officer*

Sofia is a published writer, researcher, and activist committed to advancing gender equality, LGBTQA+ rights, and social justice. She has led communications for not-for-profit organisations, contributed to broadcast media reporting, and conducted policy and governance research on women and LGBTQIA+ in tertiary education. Her work is informed by lived experience and dedicated to ensuring all voices are represented in shaping meaningful social change.

## Kaylyn Thyssen

*Research and DEI Manager*

Kaylyn has over 8 years' experience as a policy and public impact consultant focussing on supporting key domestic, family and sexual violence sector initiatives. Her skillset includes research, stakeholder engagement and monitoring & evaluation. She has a passion for achieving better outcomes for all communities through promoting equity and inclusivity.



## Tess Fuller

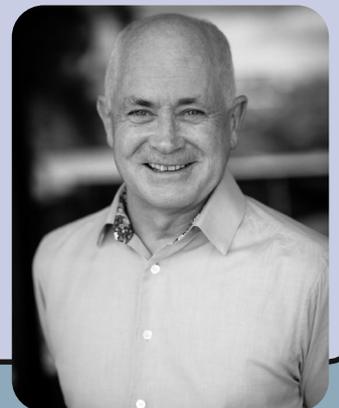
*Brand and Partnerships Manager*

Tess is an experienced communicator dedicated to fostering positive change. She has half a decade of experience working across start-ups, female-led social enterprises, B-Corps and not-for-profits, as well as consulting social media strategy for purpose-driven individuals. She is committed to using her professional life to create a more equitable and sustainable world.

## Ralph Scott

*Finance Officer*

Ralph is a Chartered Accountant and has previously served as Treasurer on the board of the NSW Environmental Defenders Office. Ralph has more than fifteen years' experience in senior financial management roles in the not-for-profit sector and previous experience as an auditor and financial analyst. Ralph currently splits his time working for both Teach Us Consent and the Jane Goodall Institute Australia.





## Annabelle Kablean

*Creative Production & Social Content*

Annabelle is an experienced Creative Producer & Director who specialises in creating engaging and impactful social & digital content. She is committed to using her creative and communication skills to champion inclusivity, equity and authentic storytelling.

## Pnina Hagege

*Communications & Policy Manager*

Pnina is an experienced policy and communications professional. She was an advisor to the Federal Communications Minister and for a member of Local Government, and worked in the media space for companies such as The Daily Aus. She is particularly passionate about responding to ways in which emerging technologies can facilitate abuse, and believes young people must be central in solving policy problems across the gender-based violence space.



## Jack Toohey

*Creative Production & Social Media Manager*

Jack is a creator and communicator, consultant, advocate for people and the planet through short-form video and traditional media. Former Executive Creative Director & Founder of Sure Studios, he is the Creative Production and Social Media Manager during the Promoting Consent Initiative, a world-leading national mass education campaign.

## Kye Gillies

*Fundraising Officer*

Kynwynne brings over 20 years of experience as a strategic fundraising and philanthropy executive. She has worked with a wide range of charities to build partnerships and secure vital funding. Her expertise spans grant writing, corporate engagement, and community fundraising. Kynwynne is also a dedicated volunteer, supporting many causes that strengthen communities. She is passionate about creating sustainable impact through collaboration and generosity.



# \*Youth Advisory Group



## Group



13.11.2023  
**What is sexual harassment and sexual assault?**

We hear these two terms discussed in the media, at school, uni, and work, but what they mean on their own and the difference between the terms can be unclear. While they're deeply connected, there are key...

[Read Article](#)

22.8.2025  
**Dating and sex isn't a sport, and you're not striking out.**

On the surface, the baseball metaphor is simply a way to hint at what went down with someone intimately. Paid it back, and it actually reveals some commonly held misconceptions people have about flirting, datin...

[Read Article](#)

22.8.2025  
**Let's talk protection (without killing the mood).**

From the absolutely pre-eminent Means Girl quote, "don't have sex or you'll get pregnant... and die," to the rising trend in our generation to ditch condoms, it can be hard to work out what's important...

[Read Article](#)

In FY2024-2025, YAG engagement was strong, **with a 76% participation rate across all activities.**

The Youth Advisory Group (YAG) was established to ensure young people can inform and influence education and content development on consent and healthy relationships.

Their recommendations guide every aspect of the Promoting Consent Initiative (PCI), including content design, delivery, and evaluation. Youth voice is central to our work and the YAG provides an opportunity for Teach Us Consent to continue working alongside young people as a trusted partner.

The group consists of 15 young people from across Australia, spanning metropolitan centres like Melbourne and Sydney, to regional and rural areas such as Yeppoon. Each member has played an active role in shaping resources for young people to learn about sex, consent, and respectful relationships. **With their help, our content is truly made by and for young people.**

Members contributed through seven group digital sessions - these ranged from ideation workshops on content they feel should be covered, to live feedback to assets produced.

In addition, YAG members also were engaged out of sessions. They reviewed proposed topics covered within the draft content strategy, and also provided feedback for scripts of video assets, key evaluation questions, and the DEI Framework.

Beyond formal consultations, we also created opportunities for creative contributions. Some members opted to take part in a disposable camera project, capturing their day to day with images produced included within the Promoting Consent Initiative.

YAG members were also invited to write long-form articles as part of the resources disseminated for the Promoting Consent Initiative, covering topics such as flirting, bystander action, boundary setting, and power dynamics.



# \*Evaluation Advisory Group

The Evaluation Advisory Group (EAG) was established to guide and advise on the independent evaluation of the Promoting Consent Initiative which commenced in August 2024 and will conclude in December 2025.

**EAG engagement includes but is not limited to feedback on:**

- Evaluation plan / framework
- Research instruments
- Interim report
- Final report

**Our EAG membership includes:**

- Professor Kyllie Cripps
- Professor Ben Matthews
- Dr Zac Seidler
- Dr Gemma Wilson
- Luke Ablett
- Lishani Naidu
- Lucy McMillan

# \*Expert Advisors

Teach Us Consent has a large group of experts that provide guidance and expertise across a number of areas to both Teach Us Consent as an organisation, or more specifically to the Promoting Consent Initiative.

## Our Experts include:

**Professor Asher Flynn** *Promoting Consent Initiative Advisor*

**Dr Billy Garvey** *Promoting Consent Initiative Advisor*

**Dixie Link-Gordon** *Board Advisor*

**Professor Kyllie Cripps** *Promoting Consent Initiative Advisor*

**Stuart Terry** *Organisation Advisor*

**Professor Ben Mathews** *Organisation Advisor*

**Dr Zac Seidler** *Promoting Consent Initiative Advisor*

**Tarang Chawla** *Promoting Consent Initiative Advisor*

**Natasha de Silva** *Board Advisor*

**Kate Jenkins** *Organisation Advisor*

**Padma Raman** *PSM Organisation Advisor*

**Maree Crabbe** *Promoting Consent Initiative Advisor*

**Jess Sanders** *Promoting Consent Initiative Advisor*

**Jayneen Sanders** *Promoting Consent Initiative Advisor*

**Raewyn Connell** *Organisation Advisor*

**Ruveni Kelleher** *Organisation Advisor*

**Nicole McWilliam** *Organisation Advisor*

**Dr Joy Townsend** *Promoting Consent Initiative Advisor*

**Elaine Unterhalter** *Organisation Advisor*

**Jack Jacobs** *Organisation Advisor*

**Dr Krista Fisher** *Promoting Consent Initiative Advisor*

**Dr Madi Day** *Promoting Consent Initiative Advisor*

**Ben Oquist** *Promoting Consent Initiative Advisor*

# \*Support

Teach Us Consent has had another year of strong growth and impact, made possible by the generosity and commitment of our partners and supporters. Together, we have reached new milestones, empowered young people to build respectful relationships, and influenced positive change across Australia.

This year, our greatest support came from the Federal Department of Social Services. In 2023, the Albanese Government announced a **grant of \$3.5 million to Teach Us Consent** to create and deliver the Promoting Consent Initiative. This investment has allowed us to scale our mission like never before—already reaching millions of people just halfway through the project. We thank the Department, Minister Tanya Plibersek and Assistant Minister Ged Kearney for their leadership and belief in our work to end normalised sexual violence in Australia.

Alongside DSS, several key supporters — both financial and not — have been integral to advancing our work.

## These include:



UNTITLED.



Daniel Principe



Learning Consent

Goldstone Family Foundation



HUMAN[x]

Charitabl.

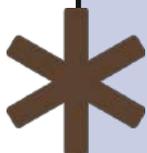
Polese Family



Andrew Fraser and  
Therese O'Reily

Nathan Kelly

Sam Bettison



We are also deeply grateful to our community of individual donors and regular givers, whose contributions ensure we can continue to advocate, educate, and create lasting change for young people across Australia.



**\*Finance**

# \*Our Year in Review

In 2024/25, Teach Us Consent secured **total revenue of \$2,738,561**, representing a substantial **increase of approximately 975%** from the previous financial year’s total of \$254,807. This significant growth primarily reflects the organisation’s successful receipt of **government funding of \$2,436,156** under the Promoting Consent Initiative and **grant income of \$229,600**, alongside continued support through **donations of \$23,596** and **partnership revenue of \$49,209**.



**Donations increased to \$23,596** from \$10,303 in 2024, highlighting a steady rise in community engagement and support. **Partnership income decreased from \$126,547 to \$49,209**, consistent with the organisation’s focus on expanding funded initiatives.

Teach Us Consent recorded **total expenditure of \$2,515,949** in 2025 (up from \$148,916 in 2024), an **increase of approximately 1,588% year-on-year**. The main expenditure areas were content **production and advertising (\$1,243,694)** - supporting the Promoting Consent Initiative funded by the Australian Department of Social Services grant — and **employee benefits expenses (\$920,054)**, which represented approximately 37% of total expenditure.

The organisation reported a **profit from operations of \$222,612**, further strengthened by **interest income of \$70,725**, resulting in a **net surplus of \$293,337** for 2025 — almost triple the prior year’s result of \$105,891.

At year-end, the organisation held **total cash at bank of \$1,741,145**, up from \$286,641 in 2024, and **maintained current assets of \$1,750,294 against liabilities of \$1,319,110**. Net assets remained steady at **\$139,417**.

The Board and management continue to closely monitor the organisation’s financial position to ensure going concern, sustainability and effective, transparent use of resources. All figures are presented in Australian dollars (AUD).





**\*Future**

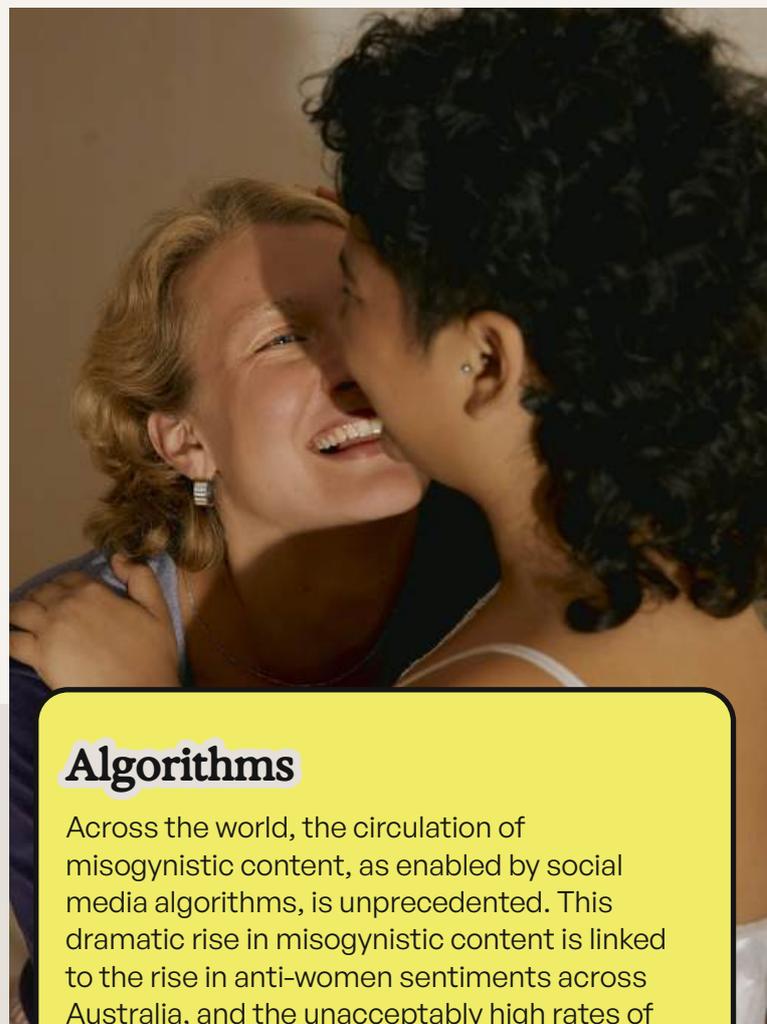
# \*Looking Ahead

Teach Us Consent was born from a grassroots call for change and has grown into an international movement with the reach, credibility, and agility to shape culture at scale. After five years of building a credible and scalable organization and capability, we are poised to work at all levels of systems change for a world free from sexual violence.

With a clear vision, measurable outcomes, and a model tested at both local and global levels, we are ready to lead the next chapter in dismantling normalised sexual violence. By harnessing our evidence-based, youth-led approach and the strength of our partnerships, we can embed consent culture in everyday life: in classrooms, communities, workplaces, and across borders.

The opportunity is here, the momentum is ours, and together we can create a world where respect, empathy, and affirmative consent are the norm. We invite you to partner with us as we deliver on this strategy, continue to evolve, learn and grow.

Looking ahead, Teach Us Consent is taking an evidence-backed prevention approach to sexual violence with a greater emphasis on technology than ever. With young people spending an increasing amount of their time online, digital spaces can't be ignored; they must be carefully interrogated to understand how everything from pornography to algorithms are contributing to increasing rates of sexual violence.



## Algorithms

Across the world, the circulation of misogynistic content, as enabled by social media algorithms, is unprecedented. This dramatic rise in misogynistic content is linked to the rise in anti-women sentiments across Australia, and the unacceptably high rates of gender based violence.

Teach Us Consent have consulted with experts in social media and other stakeholders, and propose that the Federal Government regulate social media platforms through the Online Safety Act 2021 to include an “opt-in” feature, so users can elect to opt-in to the algorithms on the platform.

This would mean social media platforms must extract explicit consent from users to deliver content through their algorithms, giving them greater autonomy over the user generated content that is served to them.

## Porn Literacy

Evidence shows that, incidentally or intentionally, young people are accessing pornography at higher rates than ever. At the same time, rates of adolescent perpetrated sexual violence against other adolescents is increasing, and it's being linked to porn consumption. Teach Us Consent have identified a significant education gap in the consent education space in Australia - porn literacy. Young people tell us that they're using porn as scripts for sex and a substitute for sex education. Teach Us Consent proposes that a trusted, culturally-relevant and evidence based porn literacy education be delivered to young Australians through a national campaign. This way, young people can understand pornography for what it is if they do happen to consume it; adult entertainment, not sex education.

# \*Acknowledgement

Teach Us Consent acknowledges the Traditional Custodians of the land on which we work, live, and organise. We pay our respects to Elders past and present. We are committed to amplifying the voices of First Nations people and addressing the ongoing impact of colonisation, particularly as it relates to gendered violence, consent, and justice.

We are committed to environmental stewardship and encourage digital use of our Annual Report.

**Teach Us Consent Global Limited**  
An Australian Charities and Non-Profits Commission registered charity with tax exemptions and a Deductible Gift Recipient Status Item 1.

Suite 2, Level 1, 9-11 Grosvenor Street, Neutral Bay, Sydney 2089, Australia

Working to put an end to normalised sexual violence by centering consent, respect and empathy at the heart of sex education and relationships.

[hello@teachusconsent.com](mailto:hello@teachusconsent.com)

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