

05 National Child Protection Week 2024

The theme this year was **'Every child, in every community, needs a fair go'** with the sub theme, **'Every conversation matters'**.

Every year, key stakeholders, partners, young people, and community members engage with National Child Protection Week. There are many special individuals and organisations to thank for the campaign's success. We would like to place an emphasis on Anne Hollands, former national children's commissioner, for her ongoing support of NAPCAN and NCPW, and all the speakers who provided their time and resources to the webinar series.

Webinar Program

We reached over 8,765 people through registrations for webinars

Webinars undertaken:

- NCPW 2024 Official Launch - Live Streamed
- Child Protection Services Need a Cultural Shift NOW
- Intergenerational Collaboration in the Pursuit of Justice to Protect Aboriginal Children
- Hear from Young People about their Recommendations in Preventing Abuse and Neglect for ALL Children
- The Link Between Media and Child Protection Systems - How to Change the Narrative
- The Digital Playground: Safeguarding Young People's Future
- Supporting Cultural Needs: Working With Culturally and Linguistically Diverse Children in Out-of-Home Care - In Partnership with the Australian Institute of Family Studies



| Launch of National Media Guide: Treating every child and young person fairly

NAPCAN's media guides were officially launched on September 9 at Parliament House during an event hosted by the Australian Parliamentarians for the Prevention of Child Abuse and Neglect (APPCAN). The guides provide essential guidance for journalists, editors, content creators, politicians, and educators on reporting about children and young people in a respectful and fair manner.



| Resources

7,864

**NCPW posters were
ordered or downloaded**

2359

**downloads of the Activity
Booklet in September alone**

| State Awards Programs

This year, NAPCAN supported the State Child Protection Award programs through promotion, attendance, sitting on judging panels, and speeches. We supported Queensland, Victoria, South Australia, and Western Australia in their Award events.

| Coverage

A total of 2,314 (Isentia-monitored) media reports mentioned National Child Protection Week during the analysed period. This coverage had a cumulative potential audience/circulation follower reach of 14.9m.