

A close-up photograph of a young girl with dark hair and eyes, smiling warmly at the camera. She is wearing a brown tank top and pearl earrings. Her hands are cupped together, holding a small green plant with a single white flower and dark soil. The background is softly blurred, showing a person in a light blue shirt.

A world where children live free from sexual abuse and exploitation.

Child Wise™ ANNUAL REPORT 2006-7

Our Vision

A world where children live free from sexual abuse and exploitation.

Our Mission

Child Wise is dedicated to protecting children from sexual abuse and exploitation in Australia and overseas by:

- Providing direct assistance and support
- Raising awareness and educating the community
- Building the capacity of communities to protect children
- Responding to new risks to children
- Reducing the impact of child sexual abuse and exploitation



Child Wise is a signatory to the Australian Council for International Development (ACFID) Code of Conduct which defines minimum standards of governance, management and accountability for non-government organisations. As a signatory we demonstrate our commitment to ethical practice and public accountability.

Child Wise uses photos of children for aesthetic purposes only. All photos used have been taken with the consent of the subject and do not, to the best of our knowledge, represent a child who has been sexually abused.

All donations to Child Wise of \$2 or more are fully tax deductible.

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child sexual abuse
affects children everywhere

1. About Child Wise

Child sexual abuse and exploitation is a global problem that knows no borders. This includes child sexual abuse in the community, child prostitution, child sex trafficking, child sex tourism and the sexual exploitation of children through the use of pornography.

Child Wise is the only Australian-based organisation that works in Australia, Asia and the Pacific delivering programs to prevent such abuses against children. Our increasingly transnational experience ensures we remain abreast of issues affecting children worldwide. This unique and extensive knowledge base, combined with our specialist child protection staff, enables us to effectively deliver our programs both locally and internationally.

Child Wise is highly regarded for its innovation, best practice programs and effective child abuse prevention work. In recognition of these achievements we have received the following awards:

- 2005 Australian Crime and Violence Prevention Award (Certificate of Merit)
- 2003 Overall winner of the National Child Protection Awards (for the Choose With Care® program)
- 2002 Victorian Crime Prevention Award (Certificate of Merit)
- 1999 Australian Council for Overseas Aid Human Rights Award
- 1996 Australian Human Rights Award
- 1995 The Australian Tourism Award
- 1993 Anti Slavery Award

Child Wise is an Australian charity that has worked for over fourteen years to end child sexual abuse and exploitation.

Child Wise's CEO, Bernadette McMenamin AO has been recognised for her contribution to the protection of children from sexual abuse: Bernadette won the 2004 Victorian finalist for Australian of the Year and was awarded the Order of Australia (AO) in June 2004. In 2005 Bernadette won the Entrepreneur of the Year Award in the Social Entrepreneur category for the Southern Region of Australia, and in 2006 was a finalist in the Telstra Business Women's Award.

Bernadette founded Child Wise in 1993 as ECPAT Australia. Child Wise is the Australian member of ECPAT (End Child Prostitution, Child Pornography, and the Trafficking of Children for Sexual Purposes). ECPAT is a network of 76 organisations working in 70 countries to eradicate the commercial sexual exploitation of children.

In 2001, ECPAT Australia broadened its mandate to include child sexual abuse prevention work in Australia and overseas. The name of the organisation changed to Child Wise to reflect this expanded focus. Child Wise is considered Australia's leading international child protection organisation and our programs are considered world best practice.

2. How Does Child Wise Address the Problem of Child Sexual Abuse?

Child Wise combines direct support, counselling, education, advocacy, education, training, capacity building and research to provide a comprehensive, strong and specialised child protection response.

Our multi-faceted approach is governed by the belief that child sexual abuse and exploitation is the result of a complex interplay of factors that requires a similarly comprehensive solution. Educating individuals and the community about the prevalence of child abuse is paramount. Child sex offenders rely on secrecy and a lack of community awareness when sexually abusing children.

All Child Wise's programs work comprehensively across the continuum of **prevention, protection** and **recovery**. They are child-focused, and informed by a fundamental belief that children have a right to physical and psychological safety, and that individuals, communities and governments have the capacity to protect children.

Child Wise is primarily committed to strengthening the capacity of individuals, communities and governments to protect children from sexual abuse and exploitation. Our programs equip people with knowledge and tools to shield children from harm.



Our commitment to research into emerging sexual abuse trends and new risks to children ensures that our programs remain proactive, effective and responsive.

3. Chair's Report



We continue to work hard to protect children in the face of constant information indicating that there is still an ongoing need for agencies such as Child Wise.

Do we know more in this age of communication technology, or in our increasingly pressured world are children becoming more and more victims of our inability to cope? The one shining light for me is the ongoing work of Child Wise and its consistent and targeted approach to prevent such abuse.

Each year I am in awe of the work which Child Wise is able to achieve, and am honoured to be Chair of an innovative and exciting organisation. This year we have been able to build on our Choose with Care program with the newly established Choose with Care help desk which is being widely used. We are excited about support from the IOOF Foundation which will enable us to launch our Speak UP Campaign. We are confident that others will join us in supporting this campaign.

Our Child Wise Tourism project continues to be funded by AusAID on behalf of the Federal Government. We are indebted to AusAID for their ongoing support which has enabled us to build more effective national and regional responses for the protection of children, through the ASEAN region.

I believe our work is unique in Australia and the Asia Pacific, and while we might be small, I believe the contribution made by staff and our supporters contributes in a big way to the reason we exist, which is to prevent such sexual abuse and exploitation of children in Australia and overseas. We continue

to rely on our individual and corporate donors, and through consultancy work staff make a large contribution to the ongoing fulfillment of our mission. Thanks to all those companies and financial supporters who believe in and support our work

None of this is possible without the enthusiasm and dedication of Bernadette and her highly skilled team who continue to work with a passion that is undiminished despite our difficulty in obtaining funds. Their dedication is inspiring. To our Board of Directors who give generously of their time: thank you for sharing your expertise and giving your time so generously in support of Child Wise over the past year. I look forward to working with Board and Staff into the future to ensure the protection of children everywhere.

A handwritten signature in blue ink that reads "Wendy Rose". The signature is fluid and cursive, with the first name "Wendy" being more prominent than the last name "Rose".

Wendy Rose AM

Each year I am in awe of the work which Child Wise is able to achieve and am honoured to be Chair of an innovative and exciting organisation.

3. CEO's Report



This has been my fourteenth year working for Child Wise and I still feel incredibly privileged to be part this young dynamic and innovative international child protection charity. For my staff and I, working for Child Wise is about doing something we all really believe in and child abuse prevention is an issue we are all totally committed to. One must be totally dedicated the protection of children to be able to work in this difficult area, as there is a lot of horrific and distressing situations and stories that we face on a daily basis. Having said that, we do believe that Child Wise is making an enormous difference in creating a safer world for children!

In many ways I am optimistic about the world, as in my 15 years I have seen a lot of change in the way we treat and view children. There is definitely more awareness about the problem, and child sexual abuse and exploitation is an issue that is discussed more readily and is constantly in the media. In the last decade the position of child protection appears to have risen in the priorities of governments around the world. However having said that I do not view the world with rosy glasses, and at times working at the helm of Child Wise I feel bewildered and totally frustrated that we as a society allow millions and millions of children in Australia and around the world to continue to be abused and exploited. We know what needs to be done, but Governments and society are not paying enough attention to the **prevention** of child abuse. At Child Wise our programs all work along the continuum of prevention, protection and recovery and are designed to stop abuse before it happens!

There is a lot of talk about child protection but not enough action.

There is a lot of talk about child protection, but not enough action. This leads organisations like ourselves, with effective world class programs desperately crying out for and in need of funds, to help develop long term sustainable solutions in the prevention of child abuse by building the capacity of individuals (including children), communities, organisation and governments to protect children.

In Australia child abuse is not just an indigenous issue; it is widespread. Research has found that at least 1 in 4 girls and 1 in 7 boys will experience some form of sexual abuse. More recent research has found in a sample survey of 2000 Australian women that almost 50% reported some form of childhood sexual abuse. Across the globe it is estimated that 150 million girls and 73 million boys are victims of sexual abuse. Additionally, 1.8 children are trafficked into sexual exploitation. These figures are completely unacceptable, and we as a nation should be doing much more in our individual and collective power to prevent this abuse and protect the world's most vulnerable human beings.

Through your support of Child Wise we are able to make an important contribution in the protection of children from abuse. I hope you enjoy reading the highlights of our work over the past year in this Annual Report. There have been some really exciting developments, so I thank you and all our supporters for your support now and into the future. I would like to thank my incredibly talented staff team for the unending determination, bravery and tenacity in the face of such adversity. Finally, I'd like to thank my Board Of Directors for their support and hard work to oversee the operations of Child Wise.

Warm regards,



Bernadette McMenamin AO

5. Providing Direct Assistance and Support

Child Wise receives thousands of telephone calls, emails and letters each year from people affected by, or concerned about child sexual abuse. These calls continue to increase as more people are encouraged to speak up about child abuse. One of Child Wise's central roles is to provide immediate information, support, counselling and advice to help people deal with these concerns and stop children from suffering further abuse.

The vast majority of children who are sexually abused never tell.

Individuals who are in contact with children often do not know how to identify indicators of abuse and who to turn to for help. Our **Speak Up** campaign educates people to identify the indicators of abuse and encourages them to report concerns relating to child sexual abuse. Child Wise provides professional support and advice to individuals seeking guidance.

Child sex offenders rely on secrecy and a lack of community awareness about the nature and indicators of child abuse. Child sexual abuse is about power and control, and always the adult uses their power to silence a child. The **Speak Up** service contributes to the prevention of child sexual abuse, provides parents and the community with advice on how to keep their children safe and encourages the early recognition and reporting of such abuse, leading to better outcomes for thousands and thousands of children.

Our **Choose With Care Helpdesk** offers expert guidance from our Child Protection Specialists to assist individuals, organisations and services working with children with a free of charge advisory service. This service provides advice on any issue related to the development and implementation of child safe practices in organisations and communities. Examples include: advice on how to develop child protection policies, child safe recruitment, how to manage a concern of abuse, debriefing after an incident may have occurred, and how to manage risk in their programs.

child sexual abuse is about power and control

The Helpdesk has assisted thousands of organisations implement child safe practices, which has helped hundreds of thousands of Australian children and young people to grow up in safe environments. Since its inception last year:

- 9,000 organisations exhibited our 'Child Safe Space' poster, demonstrating their commitment to protecting children from sexual abuse
- Over 600 organisations have changed their recruitment and protection procedures to become more child-friendly
- Over 150 organisations have contacted us in relation to their concerns about the safety of a child
- Over 1000 organisations have had their Child Protection Policy and Code of Conduct reviewed and re-drafted by Child Wise
- Dozens of organisations have contacted us in relation to their concerns about a staff member or volunteer
- Child Wise also provides the '12 Steps to a Child Safe Organisation' guide which has helped guide hundreds of organisations through a Self-Audit process, whereby they can identify where they are up to in implementing their child safe practices, and where the gaps are that they must address to reduce risks of harm to children.



Speak Up: The Cases We Receive*

The following cases are based on real contacts that we receive here at Child Wise. Our trained Child Protection Specialists provide a supportive ear to hear people's concerns, then ask questions to assess the situation in greater depth, before providing thoughtful, proactive feedback and/or referrals to other service providers. Every concern is different, and requires a specialised and considered response.

Annie's Story: Problem Sexual Behaviour

Annie told us that she was worried about her 8 year-old son. She'd been called in to see his teacher, who told her that he had been caught masturbating a number of times at school. Annie felt concerned about her son's sexual behaviour, and wanted to know how to approach the situation.

Sam's Story: Safe Use of the Internet

Sam noticed that his thirteen year-old daughter was spending a lot of time after school on her computer. He overheard her chatting with a friend on the phone about 'Tom from the chat-room', and questioned her about who he was. She became very secretive and refused to answer any questions about her time spent online.

Grace's Story: Suspected Extra-Familial Sexual Abuse

Grace's nine year-old granddaughter joined a tennis club on Saturday afternoons, and Grace drove her home every week. In the car her granddaughter told her that the coach had a special nickname for her, and that he wanted to take her to the movies.

Neill's Story: Child Sex Tourism?

Neill's brother is recently-divorced, and he's been taking trips every few months to South East Asia. Neill is concerned. When house-sitting for his brother during one of his trips, he found photographs of young Asian children stored inside a book.

*All names and identifying features of these stories have been changed to protect anonymity.

6. Raising Awareness and Educating the Community

Child Wise is actively committed to raising awareness through effective training, education, promotion of children's rights and targeted campaigns – both locally and internationally. Raising awareness is an important tool to ensure children are protected from sexual abuse and exploitation.

Child Wise continues to bring its child protection message to hundreds of thousands of people in diverse communities internationally.

We equip people worldwide with the necessary knowledge and tools to ensure all children live free from sexual abuse.

Speak Up: Australians Encouraged to Report Child Abuse

Our successful **Speak Up** campaign was piloted in early 2006. It encourages people to be vigilant about and report any suspicious behaviour or their concerns relating to child sexual abuse.

Thanks to the generous support and design expertise from Venus advertising, over 12,000 posters and 14,000 postcards were distributed to more than 10,000 organisations Australia-wide, including libraries, community health centres and neighbourhood houses.

Over 1500 organisations congratulated Child Wise on the initiative and requested additional resources.

The campaign has been incredibly effective: In the three-month period following the distribution of the materials Child Wise received approximately 50 calls a week from people in need of counselling and advice around issues of child sexual abuse.

Child Trafficking: No Borders

Over the past two decades, trafficking in human beings has reached epidemic proportions. No country is immune. Human trafficking is the second most lucrative crime in the world. It is worth a staggering \$32 billion annually (International Labour Organisation, 2005).

In January, Child Wise launched a national groundbreaking awareness campaign, including an innovative television commercial to highlight the prevalence of child sex trafficking. Thousands of Australian and New Zealand viewers have received the important message that child sex trafficking affects children in every corner of the globe. Since it began screening, hundreds of people have contacted us to offer their support.

Trafficking TVC



'Speak Up' Campaign Postcard



Kyla's* Story

"I am orphaned... My friends were already selling sex. I started at the age of 12. My boyfriend forced me, and then made a payment to me. At that time, I needed the money to buy clothes and food for myself. That is the reason why. I came out at night and stayed in the dark corners.

I know about the danger of contracting HIV and the shame in my community, but all I care about is my basic needs today. I want to be like my other girlfriends. Nobody cares about my future. I give money to my aunty and my other girlfriends and to my cousin who is my best friend. She also shares her money with me from selling sex. I often help other people as I have plenty of money."

*All names and identifying features of these stories have been changed to protect anonymity.

Stopping Child Sex Tourism: Real Results

The highest levels of child sex tourism in the world are now found in Asia and the Pacific. The rapid growth of international tourism in the region has resulted in an increased presence of travelling sex offenders.

Our Child Wise Tourism program works in partnership with all ten ASEAN countries to prevent child sexual abuse in tourism destinations. The ASEAN Regional Education Campaign was distributed across South East Asia in 2006, and is continuing its success in raising community awareness and action. Australia's leading social marketing agency, Grey Worldwide, has generously donated their design expertise to develop this powerful and effective campaign which addresses the needs and concerns of all countries in the region.

→ The campaign was endorsed as 'International Best Practice' by the United States Government in their 2006 Trafficking in Persons (TIP) Report, and by the United Nations World Tourism Organisation.

The internationally recognised campaign has been displayed across the ASEAN region: in internet cafes, hotels, taxis, ferries, tuk-tuks, souvenir shops, beachfront areas and other major tourist precincts in an effort to reach the public. The campaign materials included:

- Over 80,000 stickers
- Over 85,000 posters
- Over 100,000 immigration cards
- Over 12,000 information booklets

Broad distribution of materials has reached tens of thousands of people across the ASEAN region. They have learned how to recognise and report suspicious behaviour to national hotline numbers. Child Wise facilitated the establishment of many of these ASEAN reporting hotlines. As a result of the campaign:

- There has been a significant increase in the number of reports and prosecutions of child sex offenders.
- Market research by ECPAT Cambodia into the effectiveness of child sex tourism campaigns clearly indicated that Child Wise's campaign is overwhelmingly the most effective of all the anti-child sex tourism education campaigns in Cambodia.



Raising Awareness: Making a Difference

Twins Hien and Hoang earn a small income by selling postcards at the popular Vietnamese seaside city of Nha Trang. They are only 13 years old, but they're well aware that some tourists seek sex with children.

Hien and Hoang are amongst the many children who attend Crazy Kim's School for Street Kids. Kimmy Le set up the training school for street children in 1999 after spending two years working with children in Nha Trang. After witnessing foreigners behaving suspiciously around local children, Kimmy Le created a safe haven where children could attend informal classes in the morning and have some time to play before selling their postcards in the afternoon.

Kimmy Le invited Child Wise to meet the children and discuss our ASEAN Regional Education campaign. The children were very enthusiastic and volunteered to distribute stickers and posters. They said, *'We want to put them at the beach, near the traffic lights, on the beach umbrellas, on the boardwalk, at the sitting areas, and on our postcard selling bags.'* The campaign has also been welcomed by local police and tourism staff.

Earlier this year, TNS Market Research generously conducted pro-bono benchmark research in Nha Trang prior to the launch of the ASEAN campaign.

- 86% of the respondents believed child sex tourism is a problem in Vietnam.
- 21% of respondents had seen evidence of child sex tourism in Nha Trang.
- Only 1% of the respondents had actually alerted anyone about their suspicions.

In the words of a local hotel receptionist: *"Before we didn't know what to do when we saw these problems. Now we will call the hotline so the police can investigate."*



7. Building the Capacity of Individuals and Communities to Protect Children

Child Wise continues to deliver its award-winning and innovative training programs, consultancies and policy development to Australian and international communities, reaching thousands of people every year.

To guarantee that the maximum number of children benefit, we work with all facets of the global community: from the grassroots level, up to leading organisations and governments.

Our comprehensive approach ensures that child protective practices and procedures are not only learned and implemented, but enduring.

Building Child Safe Organisations and Communities: Choose With Care®

Choose With Care® is an innovative prevention program designed to build the capacity of individuals, organisations and communities to reduce the risks of child abuse in programs working with children. The program assists organisations to develop and implement child safe practices, including child protection policies and adopting child safe recruitment and screening for staff and volunteers.

To mention a few highlights of this year's achievements:

- We have delivered over 100 training sessions to well over 2000 organisations this year, including: childcare, schools, indigenous agencies, juvenile justice and children's sporting groups, as well as performing groups such as circuses. These training sessions have helped protect hundreds of thousands of Australian children.
- The successes of our Choose With Care® training resulted in more requests from several prominent institutions for specialist consultancies by our expert staff. Development of policy, training and advice was provided for over 25 institutions.

Our National Work

- We held a series of Choose With Care® workshops in the UK and Cambodia and are currently planning to license Choose With Care® to leading child protection organisations in the UK and Canada.
- We have also been training key NGOs working with indigenous communities in the Northern Territory.

Child Protection Training

- We delivered over 100 child abuse information sessions to thousands of parents and caregivers, organisations and other community members, teaching them how to identify and respond to indicators of abuse.
- We provide information about understanding the nature of child abuse, identifying child abuse, responding to child abuse, and how to talk to children. We have trained hundreds of organisations across Australia.

Protecting Children in Ethnic Minority Communities: Real Results

The Northern Vietnam town of Sapa has become an increasingly attractive destination for foreign tourists. In December 2006, the Vietnamese Government invited Child Wise to conduct training for Sapa's tourism industry.

In the village of Ta Van, over 30 Red Dzaio women congregated for the training session. Many women expressed concern about the changes the increasing risk that their children face as a result of growing tourism. In particular, the women explained the following problems:

- Tourists have asked if children can join them in the herbal baths that have been established in some home stay accommodation sites.
- Tourists have asked children to accompany them on walks and excursions through the surrounding mountainous areas without parental supervision.
- Children are increasingly vulnerable because they sell handicrafts to the tourists and follow the tourists without the supervision of local adults/parents.

Through the translator, one lady in Ta Van commented:

“Nobody ever came to teach us about this problem before. But now we can see exactly what you are talking about. We recognise the examples that you have shared from overseas. We know what we should look for now and we know it’s not right.”

Our International Work

Child Wise Tourism Training

In early 2007, the United Nations World Tourism Organisation (UNWTO) reported that Asia and the Pacific has achieved the strongest tourism growth in the world. One of the most destructive risks associated with tourism growth is the increased incidence of child prostitution and child sex trafficking. Much of this demand is coming from child sex tourism.

Child Wise is the leading organisation tackling the problem of child sex tourism in the ASEAN region. We continue to develop and deliver effective training programs and capacity-building programs that have mobilised senior governmental bodies to take action at a local and regional level.

Developed in 1999, the Child Wise Tourism Training program was developed with the goal of supporting ASEAN governments to take a strong lead in establishing policy and practices which condemn child sex tourism and work toward ensuring a protective environment for children in tourism destinations.

The program joins forces with the tourism industry and leading government representatives in the ASEAN region, in order to build the capacity of tourism businesses and professionals to recognise and address potential threats to children.

- In 2006-2007, we delivered 13 Child Wise Tourism Training workshops across the ASEAN region.
- The workshops equipped over 800 tourism staff from various sectors with skills to identify and report child sexual exploitation.
- Child Wise Tourism Training was delivered in ethnic minority communities in Northern Vietnam for the first time.

Our International Work

- A series of successful Corporate Challenge Business Breakfasts were hosted across South East Asia, resulting in a strong profile and funding support for increased child protection. Dozens of ASEAN-based senior business leaders and government officials were encouraged to consider innovative ways to get involved in local child protection efforts, and several including General Motors Daewoo have demonstrated their commitment by providing generous donations to support our education programs in the region.

Pre and post-training assessments conducted during each training workshop identified a radically improved level of knowledge and understanding of the issue:

- Prior to training a disturbing 43% of all participants believed that children involved in the sex industry should be punished. However, by the end of the workshop, only 9% held the same view.
- Workshop participants demonstrated their commitment to sharing the important knowledge they have acquired. In their own words: *“When I return to my work tomorrow, I will share this knowledge with my colleagues. I will tell them sincerely about this problem so that they also know how to protect all of our children.”* (Sihanoukville, Cambodia)

“It is my responsibility, not just as a law enforcer to protect children, but also as a mother, a citizen and a human being.” (Cebu, Philippines)

Our International Work

1. Training Hotels in Child Protection: Fiji

Our DFAT-funded training was a follow-up to our initial training sessions in Bali last year. This program is important to Australians, as Australian families and their children are the main users of these hotel child care services, and it is essential that parents are assured that the staff are trained in child protection. The child protection training was delivered to 40 hotels and human resource managers in order to assist them in developing sound policy and practice to ensure children's safety. We also trained those who work directly with children, such as supervisors, Kids Club staff and babysitters, to implement child safe practices.

“Australians are one of our major source markets, and in 2007 we anticipate 195,500 Australians will arrive on our shores of Fiji. This makes up 37% of our visitors arriving into Fiji for the year 2007. Our Tourism Industry needs to conform to international convention on child protection which Fiji is a signatory to. The expert assistance provide by Child Wise Australia is timely...” Patrick Wong, Vice President of the Fiji Islands Hotel & Tourism Association, and Chairman of the Fiji Islands Visitors Bureau

2. National Plan of Action Against the Sexual Exploitation of Children: Papua New Guinea

In March 2007, Child Wise led an initiative to develop a national plan to help eradicate child sexual abuse and exploitation in Papua New Guinea. We developed programs and projects, organised their implementation, and identified the resources required to ensure their continuation. Our framework for the plan follows our 'Prevention, Protection and Recovery' model, and includes the active participation of children. This plan will help the thousands of children throughout Papua New Guinea stay safe from sexual abuse.

3. UNICEF Child Protection Framework: Fiji

In November 2006, Child Wise helped UNICEF establish a Child Protection Framework to address the issue of Child Abuse, Neglect and Exploitation (CANE) in the Pacific. Again, the active participation of children was integral to our approach. The aim of this Framework is to achieve community, cultural, legislative and government recognition and action in the area of the reduction of CANE, and its implementation has the potential to help thousands of children.

Our International Work

Mobilising Communities for Child Protection (MCCP) Project: Cambodia

Child Wise has completed the first year of our exciting 5-year AusAID funded program where we work in partnership with World Vision, Save the Children and many other local Cambodian and international NGOs. The aim of the MCCP Project is to contribute to a reduction in the exploitation and sexual abuse of children in Cambodia and to increase the capacity of individuals (including children) families, communities and authorities to take action against sexual exploitation and abuse. To deliver this program, Child Wise has set up a Cambodian office with national staff.

The Project aims to build the capacity of Cambodians by mobilising individuals, communities, organisations and authorities to take action against child sexual abuse and help prevent child sex trafficking. It is comprehensive in its approach – ensuring that a broad cross section of the community is educated, and that messages and action against child sexual abuse filters throughout the community.

The program offers three stages of training which were all undertaken this year:

1. Building Child Safe Organisations in Cambodia

→ In the last year over 30 Cambodian organisations were trained in how to reduce the risk of child abuse in organisations, shelters, orphanages and schools working with children.

2. Child Protection ‘Train the Trainer’ Program

→ 20 Cambodian community leaders attended the ‘Train the Trainer’ workshop in child protection. The purpose of this training is to enable these participants to educate communities about child protection and how to keep children safe from sexual abuse and becoming victims of child sex trafficking.

3. Peer Education for Young People: Personal Safety Strategies

→ 27 young people in Cambodia were trained over 2 days to reduce their vulnerability to sexual exploitation. These skills are taught by Child Wise in ways which enhance self esteem and self advocacy, and are taught to be shared with other vulnerable children and young people so that the wider community can benefit.

8. Responding to New Risks to Children

Child Wise Research: ‘Who are the Child Sex Tourists in Cambodia?’

As part of our M CCP Project, Child Wise undertook research examining who the child sex tourists are in Cambodia, and what their modus operandi is.

The research concluded that:

- Most respondents had sold their virginity to child sex tourists
- There was a common belief amongst offenders that the pursuit of virgin girls is linked to myths of luck, prosperity and/or immortality
- In contrast to a common misconception that the majority of sex tourists are from western nations, local and inter-Asian child sex offenders are the main offenders in Cambodia.
- No specific profile of a ‘child sex tourist’ can be identified, although child sex offenders in Cambodia belong to one of three main categories: the paedophile, the virginity-seeker or the situational offender.

This important research will assist in strengthening our prevention programs by ensuring we target relevant audiences in an effective and culturally appropriate manner.

‘More babies and toddlers are appearing on the net and the abuse is getting worse. The typical age of children is between six and twelve, but the profile is getting younger. (Combating Paedophile Information Networks in Europe, 2003)

Stopping Abuse Online: Blocking Child Pornography

Child Wise was the first organisation to raise the issue of child exploitation via the internet in Australia and has played a vital role in raising awareness of the risks to children on the internet, the role of the internet in the production of child pornography and making prosecutions for online exploitation of children possible. Our lobbying of the Australian Government has resulted in the introduction of new and more appropriate legislation, a national phone hotline to report online child pornography, a national education campaign, and the establishment of a police unit dedicated to locating and terminating illegal online activities of this nature.

In 2007, we commissioned groundbreaking research into the role of Internet Service Providers (ISPs) in blocking child pornography. The results of the AC Nielsen survey clearly indicated that Australians strongly oppose the availability of child pornography on the internet, and that Australian ISPs should be doing more to protect children. The survey of 1479 Australian internet users over the age of 18 revealed that:

- 83% believe that ISPs should block all child pornography regardless of consumer choice
- 76% would change to an ISP that blocked child pornography
- 62% believe it's the government's responsibility to prevent access to child pornography
- 64% are not confident that home-based internet filters are effective

This research was a key factor in influencing the Australian Government to take action on the importance of ISP filtering in our country, through its Protecting Children Online policy.

9. Reducing the Impact of Child Sexual Abuse and Exploitation

An important part of the work we do at Child Wise is to ensure that children affected by sexual abuse and exploitation are given the help they need to recover from trauma. Child sexual abuse causes serious long-term damage. Our trauma recovery workshops equip communities with counselling frameworks specific to cases of child sexual abuse; ensuring that the impact suffered by children is reduced as much as possible.

Child Counselling Skills Training: For Assistance, Support and Protection (ASAP) for Migrant and Trafficked Children in Thailand

- We provided practical, skills-based training to project staff working with migrant and trafficked women and children in vulnerable border areas of Thailand.
- Over 70 people took part in training over two weeks. They are now equipped to pass on their knowledge to others, which will benefit thousands upon thousands of children in years to come.
- The workshop participants developed therapeutic techniques to help children and women (many of whom had been victims of sex trafficking) to gain an understanding of the range of emotions and underlying 'problem' behaviours which are often a result of abuse and exploitation.



10. Acknowledgements

Volunteers/Supporters

Child Wise thanks the following volunteers and supporters for generously donating their time, energy and commitment to help protect children from sexual abuse:

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Ron Telfer
David Verrall
Wayne Tindall
William Angliss TAFE Melbourne

Philanthropic Support

The Body Shop Foundation
IOOF
JT Reid Charitable Trust
Lord Mayor's Charitable Fund

The Miller Foundation
RE Ross Trust
Sentinel Foundation
The William Angliss
Charitable Fund

Government Funding

AusAID
Department of Human
Services Victoria

In Kind Support/ Corporate Supporters

ACCOR Asia
Adstream
Allens Arthur Robinson
Grey Worldwide
HostCentral
Intrepid Travel
Lonely Planet
Robert Lorrigan
Melia Hanoi
Microsoft Unlimited Software
Spyder Displays
TNS Global
Verisign (PayPal)

11. Child Wise's People

Board of Directors

Wendy Rose AM, Chair Vice-President of the Australian Council for International Development (ACFID), co-chair of the ACFID Development Practices Advisory Committee. For 15 years Wendy was Director of Save the Children Australia.

Francis Galbally Executive Director of Value Growth Capital Pty Ltd. Francis' business experience ranges from the property and hospitality industries to the insurance and finance industries. Francis has extensive experience in corporate, commercial and taxation law having practised as a lawyer for 18 years prior to entering the business world.

Katherine Kennedy has 15 years experience working at senior levels in the IT sector in Ireland and Australia, and worked as Group Manager of Technical Strategy and the Textile R&D program for the Woolmark Company in Australia.

Nathan Stirling AM Legal Associate to the Chief Justice, Supreme Court of Victoria. Nathan was the CEO of Open Family Australia, an organisation that assists street children, from 1992 until 2004.

Patrick Tidmarsh Coordinator of the male Adolescent Program for Positive Sexuality (MAPPS). Patrick also works as a dramatherapist and has extensive experience in working with adult sexual offenders in community and prison programs. Patrick is considered a leader in the field of adolescent and adult sex offending behaviour in Australia.

John William Tobin (Resigned May 2007) Senior Fellow, Faculty of Law at Melbourne University. John currently teaches on children's rights, international law and human rights and is writing a commentary to the Convention on the Rights of the Child.

Stuart Alford Senior partner with the International Accounting firm Ernst & Young. He is a chartered accountant with over 45 years in the accounting profession and has significant experience working with NGOs and organisations in the not-for-profit sector.

Bernadette McMenamin AO Director, CEO and founder of Child Wise. Bernadette is highly regarded in Australia and overseas as a successful advocate and innovator in the prevention of child sexual abuse. A founding member of ECPAT International in Thailand in 1992, Bernadette established ECPAT Australia (now Child Wise) in 1993.

Staff of Child Wise

Bernadette McMenamin AO
CEO, Director and founder
of Child Wise

Jenny Vergers
Administration Manager

Karen Flanagan
Child Protection Program Manager
National and International Training
Consultant

Fiona Williams
Choose With Care Program Officer

Anita Dodds
Child Wise Tourism
Program Manager

Anneka Farrington
Child Wise Tourism Program Officer

Lisa Cox
Speak Up Program Manager

Pascale Harvie
Donor Relations Manager

Gail Price
Project Officer

Leigh Mathews
Project Officer

Poppy Shmith
Project Officer

Robert Pisano
Accountant

12. Summary Financial Reports



CHILD WISE LIMITED

ABN 57 098 261 575

SUMMARY FINANCIAL REPORT

FOR THE YEAR ENDED 30 JUNE 2007

NOTE

This summary financial report is extracted from the full financial report of Child Wise Limited ('Child Wise') for the year ended 30 June 2007.

The report is prepared in accordance with the Australian Council for International Development (ACFID) Code of Conduct Summary Financial Report format.

Comparative figures where appropriate have been adjusted for consistency with current year classifications.

A full description of the accounting policies adopted by Child Wise may be found in Child Wise's full financial report.

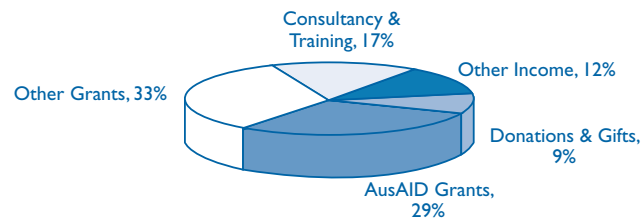
The summary financial report cannot be expected to provide as full an understanding of the financial performance, financial position and activities of Child Wise as the full financial report.

The full Financial Report, Directors' Report and Auditor's Report is available free of charge on request from Child Wise. A copy may be requested by calling 03 9645 8911 or emailing office@childwise.net.

CHILD WISE LIMITED
SUMMARY FINANCIAL REPORT
FOR THE YEAR ENDED 30 JUNE 2007

Income

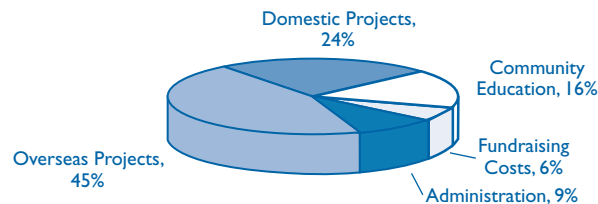
Total Revenue = \$1,012,228



Income from donations and gifts represents money and gifts in-kind received from the public, corporates, trusts and foundations. AusAID grants are funds received from The Australian Agency for International Development (AusAID), the Australian Government agency responsible for managing Australia's overseas aid program. Other grants include funds sourced from state and federal government departments and domestic and overseas trusts and foundations. Consultancy and training income represents revenue from fee-for-service program delivery. Other income includes revenue from product sales, investment income, general fundraising events and reimbursements.

Expenditure

Total Expenditure = \$1,007,235



Overseas projects represents expenditure on international child protection training and development programs, particularly in the ASEAN region. Domestic projects include Australia-wide programs focusing on child abuse prevention and victim support and advice. Community Education includes costs related to raising awareness and educating the Australian community of child abuse issues. Fundraising represents monies expended to attract income support from donations. Administration includes central costs such as accounting and audit fees, insurances, and telecommunications and other general administration associated with the overall operational capability of Child Wise.

CHILD WISE LIMITED
ABN 57 098 261 575

INCOME STATEMENT FOR THE YEAR ENDED 30 JUNE 2007

	2007	2006
	\$	\$
INCOME		
Revenue		
Donations & Gifts -- Monetary & Non-Monetary	94,493	129,863
Legacies & Bequests	-	-
Government & Other Grants		
-- AusAID	294,873	370,763
-- Other Australian	331,309	216,903
-- Other Overseas	-	35,290
Total Government & Other Grants	626,182	622,956
Consultancy & Training	168,282	191,803
Product Sales	9,768	35,015
Reimbursements	87,290	84,019
Interest	14,387	14,631
Other Revenue	16,095	31,679
Total Revenue	1,016,497	1,109,966
Net Gain/(Loss) from Disposal of Assets	(4,269)	-
TOTAL INCOME	1,012,228	1,109,966
EXPENDITURE		
Overseas Projects		
-- Funds to Overseas Projects	255,825	328,931
-- Other Project Costs	198,575	170,869
Total Overseas Projects	454,400	499,800
Domestic Projects	238,263	222,635
Community Education	163,276	214,485
Fundraising Costs		
- Public	36,452	53,738
-- Government, Multilateral and Private Sector	24,301	35,826
Total Fundraising Costs	60,753	89,564
Finance Costs	4,942	3,304
Administration	85,601	81,809
TOTAL EXPENDITURE	1,007,235	1,111,597
NET RESULT BEFORE INCOME TAX	4,993	(1,631)
Income Tax Expense	-	-
NET RESULT AFTER INCOME TAX	4,993	(1,631)

CHILD WISE LIMITED
ABN 57 098 261 575

BALANCE SHEET AS AT 30 JUNE 2007

	2007	2006
	\$	\$
ASSETS		
Current Assets		
Cash and Cash Equivalents	229,633	368,835
Receivables	110,159	72,458
Inventories	9,954	7,138
Other Current Assets	11,940	2,695
Total Current Assets	361,686	451,126
Non-Current Assets		
Property, Plant and Equipment	62,640	43,204
Intangible Assets	12,402	7,706
Total Non-Current Assets	75,042	50,910
TOTAL ASSETS	436,728	502,036
LIABILITIES		
Current Liabilities		
Payables	141,017	221,927
Loans & Borrowings	8,403	16,719
Provisions	20,545	27,945
Total Current Liabilities	169,965	266,591
Non-Current Liabilities		
Loans & Borrowings	37,203	13,206
Provisions	10,684	8,356
Total Non-Current Liabilities	47,887	21,562
TOTAL LIABILITIES	217,852	288,153
NET ASSETS	218,876	213,883
EQUITY		
Retained Earnings	218,876	213,883
TOTAL EQUITY	218,876	213,883

CHILD WISE LIMITED
ABN 57 098 261 575

STATEMENT OF RECOGNISED INCOME & EXPENDITURE
FOR THE YEAR ENDED 30 JUNE 2007

	Retained Earnings \$	TOTAL \$
BALANCE AT 1 JULY 2005	215,514	215,514
Net Result for The Year	(1,631)	(1,631)
BALANCE AT 30 JUNE 2006	213,883	213,883
Net Result for The Year	4,993	4,993
BALANCE AT 30 JUNE 2007	218,876	218,876

CHILD WISE LIMITED
ABN 57 098 261 575

CASH FLOW STATEMENT FOR THE YEAR ENDED 30 JUNE 2007 FOR THE YEAR ENDED 30 JUNE 2007

	2007 \$	2006 \$
CASH FLOW FROM OPERATING ACTIVITIES		
Donations & Grants	630,814	544,706
Other Receipts	227,356	248,817
Employee Benefits Paid	(445,762)	(440,946)
Payments to Suppliers	(513,589)	(547,892)
Interest Received	14,387	14,631
Finance Costs	(4,942)	(3,304)
Net GST Received/(Paid)	(24,464)	10,513
NET CASH INFLOW/(OUTFLOW) FROM OPERATING ACTIVITIES	(116,200)	(173,475)
CASH FLOW FROM INVESTING ACTIVITIES		
Proceeds from Sale of Property, Plant and Equipment	21,545	-
Payment for Property, Plant and Equipment	(58,298)	(4,331)
Payment for Intangible Assets	(1,930)	(4,314)
NET CASH INFLOW/(OUTFLOW) FROM INVESTING ACTIVITIES	(38,683)	(8,645)
CASH FLOW FROM FINANCING ACTIVITIES		
Repayment of Borrowings	(33,807)	(5,871)
Increase in Borrowings	49,488	-
NET CASH INFLOW/(OUTFLOW) FROM INVESTING ACTIVITIES	(15,681)	(5,871)
NET INCREASE/(DECREASE) IN CASH HELD	(139,202)	(187,991)
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	368,835	556,826
CASH AND CASH EQUIVALENTS AT END OF YEAR	229,633	368,835

CHILD WISE LIMITED
ABN 57 098 261 575

TABLE OF CASH MOVEMENTS FOR DESIGNATED PURPOSES
FOR THE YEAR ENDED 30 JUNE 2007

Designated Purpose	Cash Available at 1 July 2006	Cash Raised During Year	Cash Disbursed During Year \$	Cash Available at 30 June 2007 \$
Child Wise Tourism Project / ASEAN Campaign	136,155	100,000	(236,155)	-
Cambodian Co-Operation Agreement / Mobilising Communities for Child Protection (MCCP)	-	268,469	(157,115)	111,354
Choose With Care Project / Help Desk	-	164,000	(164,000)	-
Other Purposes	232,680	411,121	(525,522)	118,279
TOTAL	368,835	943,590	(1,082,792)	229,633

**INDEPENDENT AUDITOR'S REPORT
TO THE MEMBERS OF
CHILD WISE LIMITED**

Report on the Financial Report

We have audited the accompanying summary financial report of Child Wise Limited, which comprises the balance sheet as at 30 June 2007, income statement, statement of recognised income & expenditure, cash flow statement and table of designated cash movements for the year ended on that date.

Directors' Responsibility for the Financial Report

The directors of Child Wise Limited are responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Corporations Act 2001. This responsibility includes designing, implementing and maintaining internal control relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Independence

In conducting our audit, we have complied with the independence requirements of the Corporations Act 2001. We confirm that the independence declaration required by the Corporations Act 2001, provided to the directors of Child Wise Limited on 31 October 2007, would be in the same terms if provided to the directors as at the date of this auditor's report.

Auditor's Opinion

In our opinion the financial report of Child Wise Limited is in accordance with the Corporations Act 2001, including:

- a. giving a true and fair view of the Child Wise Limited's financial position as at 30 June 2007 and of its performance for the year ended on that date; and
- b. complying with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Corporations Regulations 2001.



Sean Denham

Sean Denham & Associates
Dated in Hawthorn on 31 October 2007

Certified Practising Accountants



'It is estimated that 1 in 4 girls and between 1 in 7 boys are victims of sexual abuse.' *(Australian Institute of Criminology, 2004)*

'Approximately 3 million children around the world are enslaved in the commercial sex trade' *(UNICEF, 2004)*

'Between 50-90% of the children rescued from brothels in parts of South East Asia are infected with HIV.' *(Trafficking in Persons Report, 2007)*

'There are an estimated 100,000 websites which offer child pornography, and approximately 20,000 images of child pornography are posted on the internet each week.' *(U.S. Customs Service, 2005)*

'Child Pornography generates \$3 billion annually' *(TopTEN Reviews Research, 2004)*



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Phone (03) 9645 8911 Fax (03) 9645 8922

ABN 57 098 261 575