



International Centre™  
FOR MISSING & EXPLOITED CHILDREN  
AUSTRALIA



National Child  
Protection Week

3 - 9 September 2023

“—  
| Every child, in every community, needs a fair go. |  
—”

Every child  
deserves a safe  
childhood.

No matter what.

# Where we  
start  
matters



The online sexual exploitation and abuse of children is “one of the most urgent and defining issues of our generation.”

WeProtect Global Alliance, 2023

In 2022, the US-based National Centre for Missing & Exploited Children (NCMEC) received

**32 million**

suspicious reports about online child sexual abuse material.



“ —

It's still the wild  
wild web. And  
it's getting  
worse.

(ICMEC Australia Non-Executive Director Jon Rouse, 'Saving Our Kids',  
2023)



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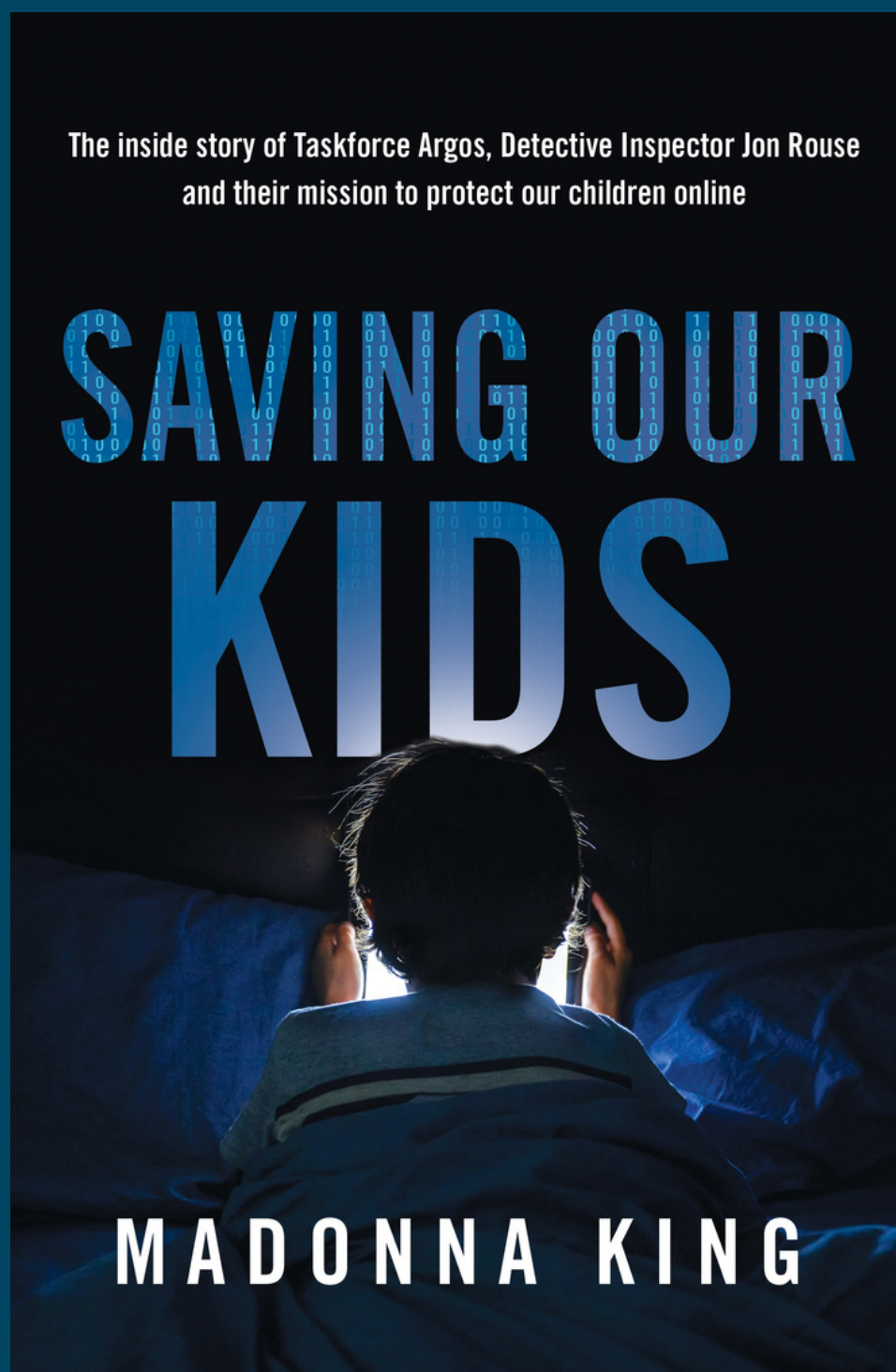
**National Child Protection Week** is a reminder that, collectively, we have to address the significant harms that face all children.

Particularly sexual abuse and exploitation.

Preventing children from being harmed is our ultimate goal.



Last week, Australian parenting journalist **Madonna King** launched her new book in collaboration with retired detective and ICMEC Australia Non-Executive Director **Jon Rouse APM**.



This book highlights the dangers of the online world, and the tireless efforts of those investigators saving children from online harm. And raises awareness on how to protect children.



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**Saving Our Kids** isn't something that any one organisation can do alone.

Which is why ICMEC Australia exists - to facilitate cross-sector collaboration.

Our stakeholders...

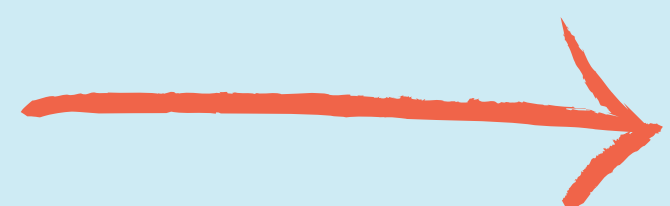


Law enforcement  
Government  
Regulators  
Tech platforms  
Financial institutions  
NGOs



This National Child Protection Week, we're highlighting all those working in child protection.

And emphasising how we can continue to work together to make sure that every child is protected from abuse and exploitation.





Here's a reminder about what to say, and what not to say, when talking about crimes against children.

## Do NOT say:

- ✗ Child pornography
- ✗ Child porn
- ✗ Child prostitution
- ✗ Child sex tourism

These terms imply a level of consent. A child can never consent. This is a crime.

## Instead, say:

- ✓ Child sexual abuse
- ✓ Child sexual exploitation
- ✓ Child sexual abuse material
- ✓ Online child sexual exploitation







If you want to learn more about the complex response to online child sexual exploitation and how your organisation can help protect children, **get involved with ICMEC Australia.**



- Sign up to our monthly newsletter
- Join our online community
- Attend our events, online and in-person