



# IT'S A PENALTY



**Ria Percival**  
New Zealand

**Kyah Symon**  
Australia

**Rafaelle Souza**  
Brazil

**Lydia Williams**  
Australia

**Mary Earps**  
England

# IMPACT REPORT

# Keep Kids Safe Campaign

**2023 WOMEN'S WORLD CUP**

Australia and Aotearoa New Zealand  
July - August 2023



## WITH GRATEFUL THANKS TO OUR PARTNERS

### SUPPORTING PARTNERS



### FRIENDS



### PARTICIPATING AIRLINES



### PARTICIPATING AIRPORTS



### ACKNOWLEDGEMENT OF COUNTRY



It's a Penalty and our supporting partners acknowledge the traditional owners of Australia, the Aboriginal and Torres Strait Islander people, and Māori as Tangata Whenua of Aotearoa New Zealand. We recognise their history, customs and traditions.



## IMPACT OVERVIEW

This year, It's a Penalty, our athlete ambassadors and partners teamed up to create an impactful campaign to #KeepKidsSafe from abuse and exploitation.

Our campaign brought together stakeholders across industries - travel & tourism, sports and NGOs - including:

**9** ORGANISATIONS ON-THE-GROUND

**3** INTERNATIONAL ORGANISATIONS

**4** AIRLINES

**3** AIRPORTS

### CAMPAIGN REACH HIGHLIGHTS

**10.3 MILLION** TOTAL POTENTIAL REACH

**1.1 MILLION** ON SOCIAL MEDIA

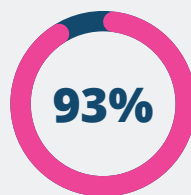
**5.4 MILLION** ON AIRLINES

**3.7 MILLION** AT AIRPORTS

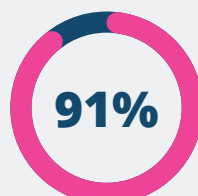
**149,000** IN COMMUNITIES IN 6 PACIFIC COUNTRIES

### SURVEY RESULTS

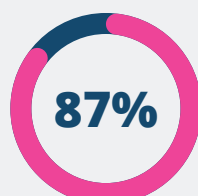
Survey respondents reported that the campaign:



increased awareness of abuse and exploitation of children, particularly in sport.



increased knowledge of the signs of child abuse and exploitation.



increased awareness of how to find help and report suspected cases of child abuse and exploitation.

# PROTECTING CHILDREN FROM ABUSE AND EXPLOITATION IN SPORT

It's a Penalty's global campaigns harness the power of sport for increased awareness, education and prevention of abuse, exploitation and human trafficking on a global scale.

Since It's a Penalty's inception in 2014, public understanding of these crimes has grown immensely. However, there is still a huge percentage of people that think of human trafficking, exploitation and abuse as crimes that happen far away in other countries to other people. It's a Penalty's global campaigns, fronted by high-profile athletes, use the platforms of major sporting events to correct these misconceptions about human trafficking in order to protect survivors and prevent these crimes from taking place.

Reaching an average total of 180 million people worldwide,\* each It's a Penalty campaign educates about the issues, the signs to look out for, and help available to survivors, and equips the public with ways to report suspected exploitation. To date, our campaigns have facilitated the protection of over **17,000** survivors of abuse, exploitation and human trafficking, as well as potentially prevented thousands more from being victimised.

The 17th global It's a Penalty Campaign launched ahead of the Women's World Cup to highlight the importance of keeping kids safe, particularly in sport.

Public education and awareness campaigns play a vital role in increasing public understanding of child safeguarding and protection from abuse and exploitation. For the KeepKidsSafe Campaign, we were proud to work in partnership with fantastic organisations dedicated to protecting children across the world, in the Pacific region and in the hosting countries of Australia and Aotearoa New Zealand.

We want to thank everyone who has made the KeepKidsSafe Campaign possible, as well as all those who have supported our campaign and joined our fight against these forms of abuse.

Together, we can make a difference!

**Team It's a Penalty**



\*estimated figure includes potential media reach and social media views



# THE IMPORTANCE OF KEEPING KIDS SAFE IN SPORT



**Every child has a right to be safe from abuse and exploitation, during their lives and as they participate in sport.**

Each level of sport should be one where children are safe from abuse and exploitation. However, this is not always guaranteed, as we've seen in the many high profile cases of young athletes being abused whilst competing. The sharing of their experiences by victim-survivors who have come forward has drawn attention to the issue of child protection in sports all over the world.

**UP TO  
1 BILLION**

children worldwide experience physical, sexual, or emotional violence or neglect in a year.  
(Pediatrics, 2016)

**1 IN 8**

children globally are sexually abused or exploited before the age of 18.  
(Stoltenborgh et al, 2011)

**89%**

of CSEA cases involve the perpetrator being known to the child.  
(Finkelhor & Shattuck, 2012)

**82%**

of those surveyed in Australian community sport experienced violence in sport as a child.  
(Pankowiak et al, 2023)

**1 IN 4**

children in Australia have experienced sexual abuse.  
(Mathews et al, 2023)

**1 IN 5**

tamariki in Aotearoa New Zealand experience sexual abuse before the age of 18.  
(Child Matters, 2021)

Child abuse and exploitation within sports encompass a wide range of concerns, including physical, emotional, and sexual abuse, neglect, and child trafficking. Young athletes can become vulnerable to manipulation, coercion, and mistreatment due to power imbalances and the intense pressure to succeed.

Online safety concerns in sport are also an area of growing importance for children who play sport at all levels.

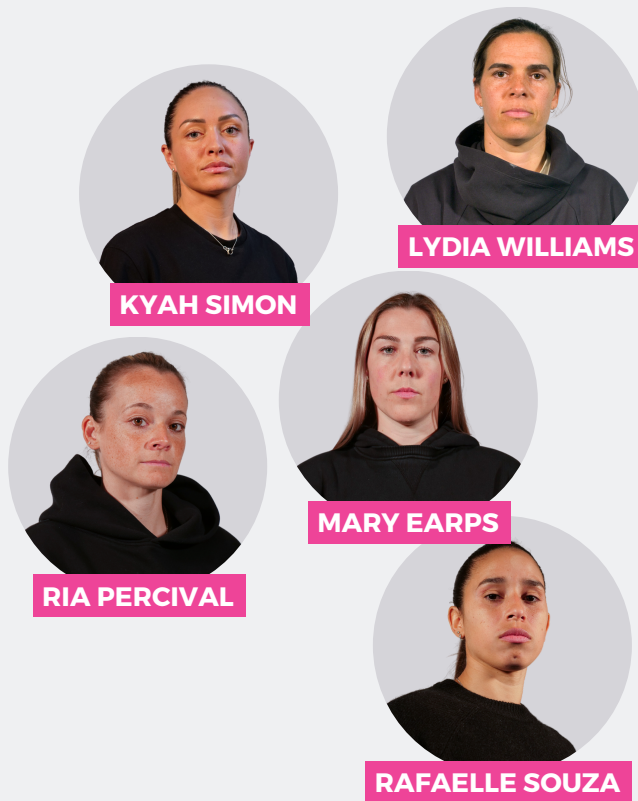


# THE KEEPKIDSSAFE CAMPAIGN

Ahead of the 2023 Women's World Cup, It's a Penalty launched our latest campaign in the hosting countries of Australia and Aotearoa New Zealand.

We were delighted to have the support of five international women football stars, including Australian players Kyah Simon and Lydia Williams, as well as New Zealand's Fern Ria Percival, Brazil's Rafaelle Souza and England Lioness Mary Earps.

With the help of our expert partners, we were able to distribute our campaign film and materials across the Pacific region, the hosting countries of Australia and Aotearoa New Zealand and beyond, including in-flight on international airlines, football fan zones and community events, airports, and to local sports organisations.



*"When I was asked to join the It's a Penalty KeepKidsSafe Campaign, I didn't hesitate. Protecting children from abuse and exploitation, particularly in sport, is a great cause to be a part of. Sports unite people from all different backgrounds, cultures and countries and can be harnessed to unite us to contribute to issues that we feel strongly about.*

*I'm proud to show my support for this important campaign and be a part of #TeamSafeSport."*



**Lydia Williams**  
Australia - Goalkeeper



# CAMPAIGN LAUNCH - 6TH JULY 2023

The Global Launch for the It's a Penalty KeepKidsSafe Campaign took place on 6th July in Sydney, hosted as an in-person event by our Supporting Partner ICMEC Australia and livestreamed online.

The Launch brought together the sports and travel and tourism industry, businesses, child protection experts and media to highlight the importance of and link between protecting children from sexual exploitation and abuse, sport and business.

The event was MC'd by Helena Dorczak, Women Sport Australia, facilitated by Anna Bowden, ICMEC Australia.

Our fantastic panelists included:

- Jon Rouse APM, Taskforce Argos;
- Toby Dagg, eSafety Commissioner;
- Brigette McGuire, Australian Child Safeguarding Business Coalition.



*"ICMEC Australia are thrilled to be supporting this vital campaign and message. The sad reality is that child sexual exploitation is still very common, and yet it's still in the dark – we have such limited conversations and awareness about it across society. It's time to change that."*

*"This issue is pervasive across so many aspects of life. And its effects are lifelong for victim survivors."*

**Anna Bowden**  
CEO - ICMEC Australia

## OUR CAMPAIGN AIMS



### EDUCATE

about the need to safeguard children from abuse and exploitation, particularly in sport and from offenders in positions of trust, as well as the signs to look out for #knowthesigns.



### EQUIP

children, parents and caregivers, sports organisations and coaches, sporting fans, tourists and the general public with ways to find support and how to report any concerns.



### ENCOURAGE

people to report any concerns and help to prevent abuse, exploitation and human trafficking.

## CAMPAIGN FILM

Our athlete ambassadors kindly lent their time and voices to our campaign to help raise awareness via our 30-second campaign film, as well as our informative posters.

The film was produced with subtitles in both English and Māori.

The campaign film was shown in-flight by participating airlines, at events and to audiences online.





# CAMPAIGN ACTIVITIES

In total, the potential reach of the KeepKidsSafe Campaign was a phenomenal **10,342,500 people on-the-ground** in the Pacific and worldwide.

## AIRLINES

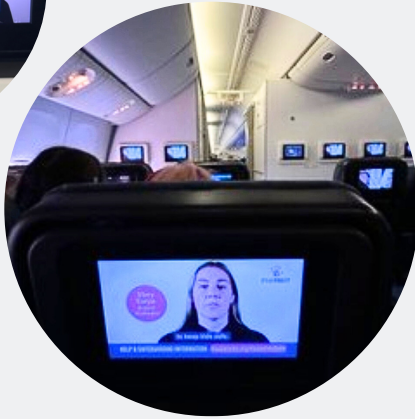
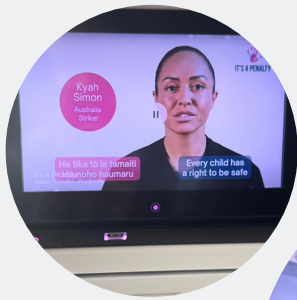
British Airways, Emirates, Cathay Pacific and Air New Zealand showed the It's a Penalty campaign film in-flight during the KeepKidsSafe Campaign from July-August.

**5.4 MILLION**

POTENTIAL REACH ON  
EMIRATES & CATHAY PACIFIC

**2,849**

ACTUAL VIEWERS ON  
BRITISH AIRWAYS & AIR NZ



## AIRPORTS

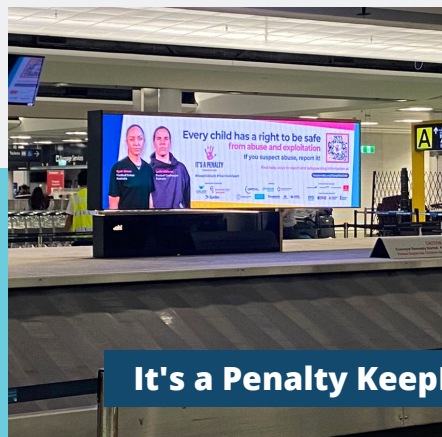
Informative digital banners were displayed at Brisbane, Sydney and Hamilton Airports throughout July-August.

**3.7 MILLION**

POTENTIAL  
REACH

*"We are proud to renew our support for It's a Penalty Campaign, using our global reach to make millions of people aware of this important issue by airing the Campaign's messages on ice. Modern slavery and human trafficking in any form are violations of human rights and should not be tolerated."*

Patrick Brannelly, SVP Retail, IFE & Connectivity, Emirates



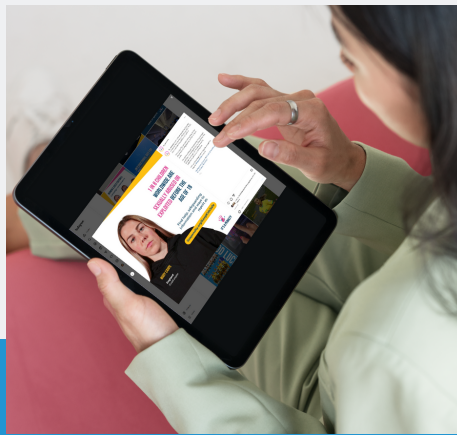
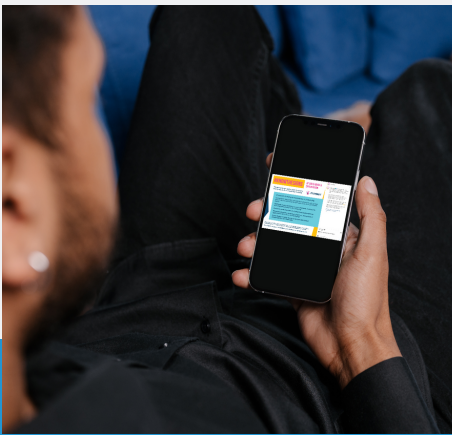
## SOCIAL MEDIA

Throughout the KeepKidsSafe campaign, our digital campaign was key in **sharing educational posts** about protecting children from abuse and exploitation, ways to report and find help, and safeguarding information.

Our **partners** also helped us to **widen the campaign's reach** by sharing posts on their social media.

**926,625** IT'S A PENALTY REACH

**197,800** PARTNERS REACH



## CAMPAIGN WEBPAGE

One of the key aspects of the Keep Kids Safe campaign was **empowering communities to be more aware and able to take action**. Our campaign webpage – [itsapenalty.org/KeepKidsSafe](https://itsapenalty.org/KeepKidsSafe) – contained knowledge and resources educating adults and children about their rights, the signs of abuse, and helplines and reporting mechanisms available to help anyone with concerns about a child or who has experienced abuse.

A QR Code and URL on our campaign film, posters and social media directed people who interacted with the campaign to the webpage.

Throughout the campaign, we had users visit the informative webpage from countries including Australia, New Zealand, Fiji, Papua New Guinea, Samoa, Solomon Islands, UK, USA and Japan.

**3,800** WEBPAGE VISITORS

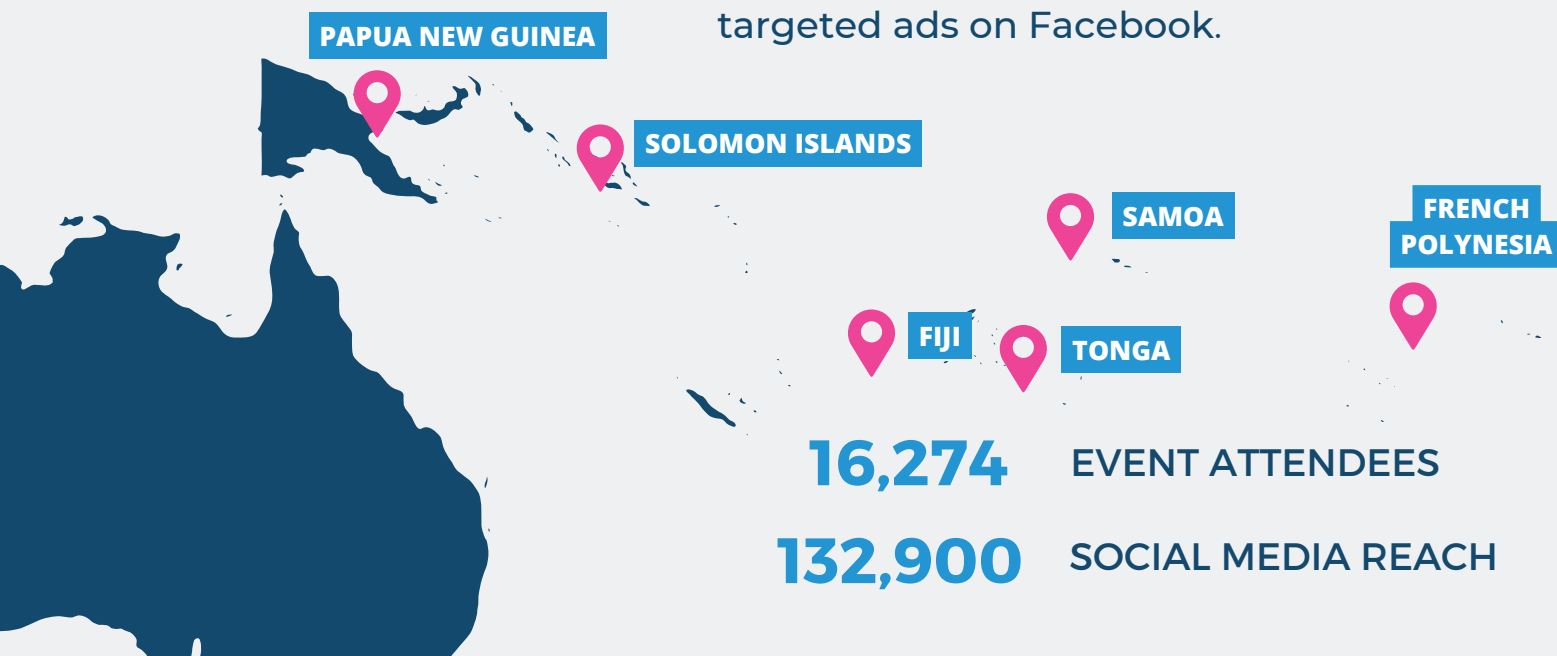


# IMPACT THROUGHOUT THE PACIFIC IN COLLABORATION WITH OFC



Our partnership with Oceania Football Confederation (OFC) facilitated several awareness-raising activities in OFC member countries in the Pacific during community events and local football tournaments.

These activities included displaying banners and posters, showing the campaign film on screens during events, distributing informative flyers to the public, and directing attendees to the campaign's informative webpage on event tickets. As well as these on-the-ground activities, we also reached Pacific audiences with key information through targeted ads on Facebook.



*“Working collaboratively toward our mutual aim of using the power of football to prevent abuse in sport, the #KeepKidsSafe campaign will support OFC in our efforts to educate about the need to safeguard children from abuse in sport, and equip and encourage children, parents, sports institutions, coaches, and fans to report concerns as we support girls and women to see sport as safe and to want to participate.”*







OFC U16 Tournament, Tahiti



OFC U14 Tournament, Solomon Islands



Just Play Festival, Fiji



Safe Sport Day, Samoa



Just Play Festival, Fiji



Just Play Festival, Tonga



Solomon Islands



Safe Sport Day, Samoa



# OUTREACH TO LOCAL SPORTS ORGANISATIONS

As part of the campaign, we shared safeguarding information for sports organisations, coaches and volunteers. Our mailouts encouraged them to learn and implement the International Safeguards for Children in Sport, enrol on their training course, and take the pledge to #KeepKidsSafe in sport.

*“The International Safeguards for Children in Sport initiative was proud to support the #KeepKidsSafe campaign. Not only did it provide us with an opportunity to leverage an international event to spread the safe sport message, it also helped us reach new audiences – including those in the traditional child protection space – sharing the importance of safeguarding in sport, and emphasising the need to protect children where ever they are.”*

Liz Twyford, Coordinator, International Safeguards for Children in Sport

**43** SPORTS ORGANISATIONS

**42,150** POTENTIAL REACH OF MEMBERS



## SAFE SPORT DAY PANEL

**293** VIEWS OF ONLINE PANEL

It's a Penalty and expert panellists marked Safe Sport Day 2023 with an important discussion about safeguarding in sport and keeping every child, everywhere, safe from abuse and exploitation.

Our fantastic panellists included:

- Helen Jones MBE, It's a Penalty
- Dr Lin Sambili, Commonwealth Secretariat
- Fahmida Faiza, Commonwealth Youth Council
- Liz Twyford, International Safeguards for Children in Sport/UNICEF UK
- Alison Osborne, OFC
- Maria Rufina, Solomon Islands Football Federation



# IMPACT SURVEY

Following the conclusion of the KeepKidsSafe Campaign, we asked people to answer a short survey on our website ([www.itsapenalty.org](http://www.itsapenalty.org)) to assess the impact that the Campaign had in educating about child abuse and exploitation and the signs to look out for to identify a crime.



**93%**

reported that the Campaign increased awareness of the issues of the abuse and exploitation of children, particularly in sport.

**91%**

reported that the Campaign increased knowledge of the signs of child abuse and exploitation.

**87%**

reported that the Campaign increased awareness of how to find help and report suspected cases of child abuse and exploitation.

**85%**

reported that the Campaign increased their confidence or likelihood to report suspected cases of child abuse and exploitation, and take steps to keep children safe.

## SUPPORTER TESTIMONIALS

*"I had no idea about the extent of child abuse in general and particularly in sports. I now know what to look for in a child's behavior and where to report."*

*"I didn't realise how prevalent it was until this campaign, it really opened my eyes."*

*"The campaign has increased my knowledge in terms of how to identify behaviours and sign that could potentially be related to abuse."*

*"I never knew that there were so many cases of abuse happening and this is unacceptable and something needs to be done."*

*"It's brought it to the front of my mind and reminded me how big of an issue it is."*

*"Helping one child is a step closer to world change."*

# OUR GLOBAL STRATEGY



**It's a Penalty is making a difference to the global landscape of abuse, exploitation and human trafficking.**

Our work contributes to creating a culture through education, awareness-raising and advocacy where abuse, exploitation and human trafficking are no longer acceptable.

Our strategic programme areas detail what we will achieve and how. Our strategic enablers will support us in effectively achieving our goals.





## UPCOMING CAMPAIGNS

**PACIFIC  
GAMES**  
NOVEMBER 2023

**SUPER BOWL  
LAS VEGAS**  
FEBRUARY 2024

**PARIS OLYMPICS  
& PARALYMPICS**  
JULY 2024

We believe that collaboration and partnerships are essential in order to achieve our aims. It's a Penalty is able to have such an incredible impact because of our collaboration with strategic stakeholders, such as high-profile sporting athletes, the travel and tourism industry – including airlines, hotels, and transportation companies – sporting governing bodies/hosting committees, NGOs, governments, and corporates.

We are always on the lookout for partners and sponsors for greater impact.

If you think our campaigns, programmes and projects fit with your organisation please contact [hello@itsapenalty.org](mailto:hello@itsapenalty.org).

