

UNICEF AUSTRALIA - CHILD PROTECTION POLICY

Purpose and Policy Statement

The protection of children is an important foundation for UNICEF's vision of advancing the rights of every child, especially the most disadvantaged. UNICEF Australia is committed to respect, protect and fulfil the rights of children as outlined in the UN Convention on the Rights of the Child and will seek to protect children from harm, abuse and exploitation through our operations and the programs we support.

UNICEF Australia is committed to carefully assessing child protection risks and ensuring that there are clear and understood procedures in place to mitigate identified risks. All suspicion or allegations of child harm, abuse or exploitation must be reported and acted upon in accordance with the procedures outlined in this policy. UNICEF Australia will ensure that all people engaged in our work understand the child protection risks, their responsibilities to prevent harm, abuse and exploitation and the compulsory reporting mechanisms in place. Across all our stakeholders we will build awareness and capacity to ensure all children in contact with our agency and programs are safe and protected.

This policy statement formally expresses UNICEF Australia's (UA) fundamental belief in and commitment to the principle contained in Article 19 of the UN Convention on the Rights of the Child (CRC).

Article 19 CRC

"States parties shall take all appropriate legislative, administrative, social and educational measures to protect the child from all forms of physical or mental violence, injury or abuse, neglect or negligent treatment, maltreatment or exploitation, including sexual abuse, while in the care of parent(s), legal guardian(s) or any other person who has the care of the child."

This policy communicates that UNICEF Australia is committed to keeping children safe in all of its work and operations. It makes clear to everyone involved with UNICEF Australia that children must be protected as a core activity of our work. It also helps to create a safe and positive environment for children, and shows that UNICEF Australia is taking its duty of care seriously.

The UNICEF Australia Child Protection policy provides a framework of principles, standards and guidelines on which individual and organizational practices is based and assist the process of ensuring and aware, prevention and respond mechanism to situations of abuse. This policy sends a clear message that child exploitation and abuse is not tolerated and attracts disciplinary and commercial sanctions, as well as criminal penalties under Australia domestic and extra territorial laws.

The objectives of this policy are to:

- Affirm that all children in all circumstances have the right to feel, be safe and to live free from harm, exploitation and abuse;
- Ensure that all people associated with UA, including its Directors, staff, volunteers, partners and other representatives understand and share our commitment to this principle;

- Ensure that UA has procedures in place which will protect both the children with whom its representatives may come into contact with, from any adverse consequences of that contact and the representatives themselves from being placed in a vulnerable position as a consequence of that contact;
- Clearly express the actions UA will take in the case of any breach of this policy and the consequences of such breach.

1. Legislative and Regulatory Context

There are a range of laws relevant to this policy, including Australian Commonwealth and state and territory laws:

The *Criminal Code Act 1995* contains legislation relating to child sex offenses outside Australia, child pornography material, and telecommunications offenses. Under these laws an Australian citizen or resident can be prosecuted for an offence committed against a child in another country under laws that have an extra-territorial application.

The *Child Protection (Prohibited Employment) Act 1998* (NSW) (CPPE Act) defines “child related employment” as “any employment of the following kind that primarily involves direct contact with children where that contact is not directly supervised ...”. The CPPE Act requires employers to determine whether the duties of any positions within their organisations, whether paid or unpaid, come within the definition of “child related employment” and if so, places certain obligations on them in relation to employing or offering employment to persons in such positions.

Various State and Territory laws provide legal protection for children and families affected by exploitation and abuse which occurs within Australia. See table below.¹

State and Territory Child Protection Legislation		
New South Wales	<i>Children and Young Persons (Care and Protection) Act 1998</i>	www.legislation.nsw.gov.au
Victoria	<i>Children, Youth and Families Act 2005</i>	www.dms.dpc.vic.gov.au
Queensland	<i>Child Protection Act 1999</i>	www.legislation.qld.gov.au/OQPChome.htm
Western Australia	<i>Children and Community Services Act 2004</i>	www.slp.wa.gov.au/legislation/statutes.nsf/default.html
South Australia	<i>Children’s Protection Act 1993</i>	www.legislation.sa.gov.au
Tasmania	<i>Children, Young Persons and their Families Act 1997</i>	www.thelaw.tas.gov.au
Australian Capital Territory	<i>Children and Young People Act 2008</i>	www.legislation.act.gov.au
Northern Territory	<i>Care and Protection of Children Act 2007</i>	www.nt.gov.au/dcm/legislation/current.html

Most countries in which UNICEF Australia supports programs have legislation relating to child exploitation and abuse. UNICEF Australia staff and other representatives who travel overseas for UNICEF Australia business are subject to and must abide by relevant local legislation.

¹ AusAID Child Protection Policy, January 2013.

The Department of Foreign Affairs and Trade (DFAT) has a Child Protection Policy relating to International Aid activities. This includes expectations of civil society organisations which receive funding from the Australian Government and extends to all delivery partners who utilise those funds.

2. Scope

Every person who shares in the work of UNICEF Australia also shares in the responsibility to take every precaution to protect the children and young people we serve and come into contact with. This includes:

- Board members,
- Employees,
- Volunteers/interns/secondee,
- Implementing partners
- Other representatives.

UNICEF Australia's Child Protection policy and procedures are designed to protect children from abuse and harm where the persons in any of the above identified roles engages with children on UA business.

UNICEF Australia takes a zero tolerance approach to child protection violations and will fully investigate any actual or suspected breach of this policy by any of its representatives and, where grounds are found to exist, will report the matter to the relevant authorities for possible criminal proceedings against the offender.

In the case of employees, such violations may constitute "gross misconduct" under the terms of their employment contract and may result in the immediate termination of their employment. In the case of other representatives, such action may constitute breach of contract and UA reserves its right to take whatever action may be open to it by law.

While UNICEF Australia cannot control or enforce what happens in people's private lives we would expect that UNICEF Australia staff act in ways consistent with the values of the organisation and which observe children's rights at all times.

3. Definitions

3.1 Child / Children: In line with the United Nations Convention on the Rights of the Child, a child is defined as any person/s under the age of 18.

3.2 Child Abuse: Includes ... "all forms of physical abuse, emotional ill-treatment, sexual abuse and exploitation, neglect or negligent treatment, commercial or other exploitation of a child and includes any actions that result in actual or potential harm to a child. Child abuse may be a deliberate act or it may be failing to act to prevent harm. Child abuse consists of anything which individuals, institutions or processes do or fail to do, intentionally or unintentionally, which harms a child or damages their well-being, dignity and prospect of safe and healthy development into adulthood"².

UNICEF Australia takes the following definitions, as outlined in the DFAT Child Protection Policy³, to apply:

² <http://plan-international.org/files/global/policies/global-child-protection-policy-2013-english.pdf>

³ <http://aid.dfat.gov.au/aidissues/childprotection/Documents/ausaid-child-protection-policy.pdf>

- **Physical abuse:** the use of physical force against a child that results in harm to the child. Physically abusive behaviour includes shoving, hitting, slapping, shaking, throwing, punching, kicking, biting, burning, strangling and poisoning.
- **Neglect:** the failure to provide a child (where they are in a position to do so) with the conditions that are culturally accepted as being essential for their physical and emotional development and well-being.
- **Emotional abuse:** refers to a parent or caregiver's inappropriate verbal or symbolic acts toward a child or a pattern of failure over time to provide a child with adequate non-physical nurture and emotional availability. Such acts have a high probability of serious negative impacts on a child's self-esteem or social competence.
- **Sexual abuse:** the use of a child for sexual gratification by an adult or significantly older child or adolescent. Sexually abusive behaviours can include fondling genitals, masturbation, oral sex, vaginal or anal penetration by a penis, finger or any other object, fondling breasts, voyeurism, exhibitionism.
- **Exploitation:** Commercial or other exploitation of a child refers to use of the child in work or other activities for the benefit of others. This includes, but is not limited to, child labour and child commercial sexual exploitation. These activities seriously harm the child's physical or mental health, education, or spiritual, moral or social-emotional development

3.3 Child Protection: UNICEF uses the term 'child protection' to refer to preventing and responding to violence, exploitation and abuse against children –including commercial sexual exploitation, trafficking, child labour and harmful traditional practices, such as female genital mutilation/cutting and child marriage. It describes the philosophies, policies, standards, laws, guidelines, practices and procedures to protect children from both intentional and unintentional harm. It seeks to ensure the safety of children and protects them from all forms of abuse. Above all child protection seeks to uphold and meet the rights of the child.

3.4 Contact with Children: Contact with children means working on an activity or in a position that involves or may involve contact with children, either under the position description or due to the nature of the work environment. This includes indirect contact with children in the community.

3.5 Working with Children: Working with children means being engaged in an activity with a child where the contact would reasonably be expected as a normal part of the activity and the contact is not incidental to the activity. Working includes volunteering or other unpaid work.

3.6 Other Representatives: Any person or organisation that is contracted to conduct activities on behalf of UNICEF Australia, represents UNICEF Australia publicly, or visits UNICEF programs at the invitation of UNICEF Australia. This may include but is not limited to contractors, consultants, National Ambassadors, Young Ambassadors, Street/Door to Door Fundraisers, media personnel and donors visiting the field.

3.7 Employees: includes permanent, casual and fixed/maximum term UNICEF Australia employees.

3.8 Staff: includes permanent, casual and fixed/maximum term employees, Board Members, volunteers, interns and secondees.

3.9 Directly Supported Program/s: Any program for which UNICEF Australia remits funds as OR-Non thematic, according to a specific program proposal from the UNICEF Country Office.

- 3.10 Implementing Partner/s:** Any NGO/s or CSO/s which are responsible for collaborative implementation of program activities in relation to the Directly Supported Program. This includes any organisation with which UNICEF has a Program Cooperation Agreement or Small Scale Funding Agreement with respect to or including the Directly Supported Program. This does not include collaborative arrangements under an MOU where the CSO utilises its existing resources and there is no transfer of cash or supplies.
- 3.11 Working with Children Check:** is a prerequisite for anyone working with children. It involves a national criminal history check and review of findings of workplace misconduct and in NSW is conducted by the Office of the Children’s Guardian. The result of a Working with Children Check is either a clearance to work with children for five years, or a bar against working with children. Cleared applicants are subject to ongoing monitoring and relevant new records may lead to the clearance being revoked.

Implementation within UNICEF Australia

4. Human Resources / Recruitment

a) Recruitment and Selection

UNICEF Australia is vigilant in the recruitment, selection and screening of all staff to ensure they are suitable to be engaged, including suitability to work with children and young people. Recruitment guidelines are outlined in the UA Recruitment Policy and procedures. In relation to child protection, UA ensures proper recruitment and screening of employees through the following procedures:

b) Job Advertisements

UA states in all job advertisements and application forms, that applicants must be legally entitled to work in Australia and may be required to undergo background checks, including but not limited to, national police checks and for identified roles, Working with Children Checks.

c) Interview

Behavioural based interviewing should be used to determine the applicant’s past behaviour and how an applicant could behave in specific situations. For identified working with children roles, the interview will include a minimum of two child protection questions. HR is responsible for providing the Hiring Manager with the child protection questions.

d) Screening process

All employees must have a minimum of two verbal or written reference checks conducted by HR or the Hiring Manager either prior to offer or conditional upon offer of employment. In cases where two reference checks are unable to be obtained, these may be escalated to the HR Director for approval of employment. The HR Director will factor the circumstances and history of the candidate before making a decision.

All staff members are required to undergo a National Police Check.

For staff engaged in street and/or door-to-door fundraising a National Police Check will be completed after they have successfully completed their training and/or probationary period (10-14 day period). During training and until Police Checks are cleared fundraisers are directly supervised by a UNICEF Australia employee with a completed police check.

Where a volunteer is engaged for less than 10 working days and is directly supervised by a UNICEF Australia employee at all times, a National Police Check is not required.

Engagement with UNICEF Australia is conditional on the National Police Certificate demonstrating, to UNICEF Australia's satisfaction, that they are suitable to work, represent or engage with UA. Where the National Police Certificate is found to have an offence, the HR Director, or in the case of volunteers, secondees and interns, the Hiring Manager is responsible for communicating this to the appropriate EMT member and the Chief Executive. Together they are responsible for determining if the individual is suitable to work, represent or engage with UNICEF Australia.

Prior to engagement, all staff members are given a copy of this policy and are required to sign the UA Child Protection Declaration and Agreement. All staff members are also asked to read, sign and return the UNICEF Australia Code of Conduct.

Staff employed in roles identified as working with children positions are required to hold a Working with Children Check clearance. UNICEF Australia has identified which roles in the organisation are working with children (Table A – Identified Working with Children role) based on the definition 4.4 “Working with Children”.

Table A

Identified Working with Children roles within UNICEF Australia	
Chief Technical Adviser, Advocacy & Policy	Senior Policy Adviser
Child Protection Officer	Head of International Program
International Program Coordinator	Director of Policy & Advocacy
Any intern, volunteer or secondee working with children	

Human Resources, with the support of the CPO where required, is the organisational representative for processing criminal history checks for all staff and other representatives including contractors, consultants, National Ambassadors, Young Ambassadors, media personnel and donors visiting the field. The HR Director is responsible for ensuring all UA Managers are aware of their responsibilities in this process.

Whenever a new position is established or the duties of an existing position are changed, the HR Director will determine whether or not the position is an identified working with children role. This will be determined in discussion with the hiring or employee’s manager and will use the definition (refer to 4.4) as the basis of decision making. If the HR Director determines that the role involves working with children, the employee or applicant will be required to undertake the Working with Children Check prior to engagement in the role or new duties.

UNICEF Australia recognises that those roles which are not identified as working with children roles may engage, from time to time, in child-related projects and will seek a Working with Children Check clearance prior to the commencement of the work. The manager of the employee, volunteer, secondee or intern working in the child-related project is responsible for ensuring the checks are submitted and received. In the case of Board members, it is the Chief Executive’s responsibility to ensure checks are submitted and received.

Role Type	Child Protection Background Screening and Training Compliance						
	National Police Check	Working with Children Clearance Check	Reference check (paid employment only)	Signed UA Code of Conduct	Signed UA Child Protection Agreement & Declaration	UA Child Protection and Child Rights Induction	Specific Child Protection project related briefing
Staff (refer definition 4.7) in non-working with children roles	✓		✓	✓	✓	✓	
Staff (refer 4.7) working with children	✓	✓	✓	✓	✓	✓	✓
Other Representatives engaged in working with children roles	✓	✓		✓	✓		✓
Child Protection Committee Members	✓		✓	✓	✓	✓	✓
Board Members	✓			✓	✓	✓	

5. Child Protection Induction and Staff Training

At the commencement of their employment or engagement, all staff will be made aware of the UA Child Protection Policy and Procedures. All staff will undertake induction training carried out by HR, their direct manager or, in the case of Board members, EMT. Induction includes information on key UA policies and procedures and a copy of the relevant Induction Handbook, including Child Protection and key principles of the Convention of the Rights of the Child.

Annually UA will remind employees of its child protection commitment and obligations. The Child Protection Committee is to ensure that training for all employees is ongoing and relevant.

Requirements for education and training

Having an organization committed to the protection of children depends on all staff associated with the organization understanding the child protection policy and procedures, knowing exactly what to do as part of their ongoing work. This is particularly important in the case of an incident and knowing where to get further advice and support. All staff should know how to implement policies and procedures and work to the same high standards. Staff should feel confident and comfortable in discussing child protection issues within the organization freely.

UNICEF Australia will work to provide opportunities for staff to develop and maintain the necessary skills and understanding to safeguard children as per their role designates.

There are different types of training / orientation needed:

- Essentials of the Child Protection and Procedures training for all existing staff, board members, volunteers/interns. Existing staff will receive child protection training within designated period of the child protection policy commencing and as per the roll out plan.

- Essentials of Child Protection and Procedures training for new staff when they join the organization. New staff are to receive child protection training as soon as possible and as part of the orientation package wherever possible.
- General refresher training for staff (annually) to remind personnel of procedures in place and to update on any new procedures

These trainings shall include:

- Training on child protection policy principles and procedures, learning about, recognizing and responding to child abuse
- Refreshment on behavior guidelines available for both those with direct and indirect contact with children
- Training on Reporting and Reaction procedures of UNICEF Australia and introduction to the proper use of reporting tools
- Training on key people to identify and report concerns of abuse to (CPO, management, board etc.)
- Training on confidential use of personal information of children
- Training on the use of children's images
- Opportunities to ask questions and discuss issues of concern as part of the training
- Specialized briefings / training designed for particular audiences such as, but not limited to, corporate partners visiting UNICEF country offices.

Training shall be periodically re-evaluated and updated to be relevant to the audience to which it is being presented. Where possible, feedback will be sought from the participants of training, UNICEF Australia Board and Child Protection Committee to provide suggestions for future improvement.

6. Children in the care of UNICEF Australia

On occasion UNICEF Australia may take on a temporary guardianship role for children who are involved in the delivery of our policy work. This is usually for specific programs or activities such as workshops, training, field trips and consultations with children and young people. When this happens, UNICEF Australia is responsible for supervising children and making sure that they are safe and protected from harm. UNICEF Australia recognises that this is a significant responsibility.

UNICEF Australia staff who are primarily responsible for the supervision, safety and protection of children will be referred to as temporary guardians. UNICEF Australia will provide training, resources and support to make sure that children and young people are safely and effectively cared for.

Pre-activity procedures:

In the preparation for an event, workshop or situation where UNICEF Australia accepts responsibility for the care of children, UNICEF Australia will ensure that:

- Staff are prepared, including:
 - There is free, prior and informed consent from parents for their child, aged under 18 year to participate in the activity, with a designated UA temporary guardian (signed consent form)
 - Staff appointed to temporary guardianship roles are employed members of staff who have successfully passed their probation period.

- Staff with temporary guardianship roles have a complete Working with Children Check, National Police Check, completed training and/ or received comprehensive briefing on the Child Protection Policy, reporting mechanisms and have signed the UA code of conduct and Child Protection Agreement and Declaration.
- Child protection risks are identified and mitigated, including:
 - Submitting 1) an event schedule and 2) a child protection risk management assessment to the Child Protection Committee for review four weeks in advance of the event.
 - Planning sufficient staff allocation so that adults (including guardians) do not have unsupervised contact with children and are able to meet minimum supervision standards as detailed below.
 - Ensuring that young people aged 18 and over who are participating in activities with children aged under 18 have cleared Working with Children Checks and National Police Checks where possible. Where this is not possible, those young people should have supervised contact with other children.
 - Booking accommodation which has separate sleeping and bathroom facilities for males, females and children who identify as being transgender and intersex.
 - Where children will require accompaniment to bathroom facilities due to age or ability, UA will ensure there are both male and female guardians are available, and arrange alternative support and care where this is not possible.
 - Wherever possible, UA will separately accommodate young people aged over 18 and less than 18 years old. Considerations around safe sleeping arrangements when accommodation is facilitated by UA will be based on age, sex and ability.

Procedures during activities:

When UNICEF Australia has temporary guardianship responsibilities for children, relevant staff must:

- Be familiar with the risks identified in the risk assessment, respond to the risks and monitor the management of these risks throughout the period of care.
- Ensure that no adult is alone with a child wherever possible. Ensure adequate supervision ratios are applied for children, for example

Age of children	Suggested adult to child ratio
6 years and under	1 adult for every 10 children
10 years and under	1 adult for every 15 children
11 – 14 years age	1 adult for every 25 children
14 years and over	1 adult for every 25 children

- Conduct briefing sessions with all staff, volunteers and partners that may have contact with children throughout the period of care. This includes the Child Protection Policy and Procedures briefing and reporting mechanisms and ensuring that all participants have signed the code of conduct and Child Protection Agreement & Declaration.
- Conduct briefing sessions with children and young participants including briefings about the Child Protection Policy. This will include information on how to report incidents and identify the options for points of contact.
- Provide children with the opportunity to advise staff on how to best protect and uphold their safety throughout the period of care.

- Treat children with respect and dignity regardless of race, colour, sex, language, religion, political or other opinion, national, ethnic, or social origin, property, disability, birth or other status.
- Maintain open and honest communication with children and young people at all times and are aware of creating an environment that supports open communication for children regarding their safety and concerns.

7. Procedures with regard to International Programs and Implementing Partners

7.1 Verification of due diligence and risk management on the part of delivery partners

In its partnerships with Country Offices UNICEF Australia clearly articulates its commitment to the protection of all children from harm, exploitation and abuse. Within the roles and responsibilities of both parties, a commitment to protecting children is outlined in the course of our programs, and mutual responsibility for implementing child protection measures and reporting allegations.

All programs supported by UNICEF Australia are implemented through UNICEF and its Country Offices. As such, the policy framework of UNICEF and corresponding Child Protection measures are the key means of ensuring child protection risks are managed and mitigated. UNICEF Australia will strive to influence good practice among UNICEF by promoting a commitment to operational and programmatic Child Protection measures with all of its stakeholders, sharing resources and capacity, and advocating for continuous improvement at a policy level.

Where explicit measures are not in place UNICEF Australia will offer assistance in rolling out child safe guarding guidelines in country offices. UNICEF Australia will strive to assist county offices in outlining time bound and demonstrable steps in establishing in country child safeguarding practices where necessary.

Child Protection standards include:

- A child protection policy, or other policies/ documented procedures relating to each of the standards, which apply to staff, implementing partners, contractors and any official visitors.
- Recruitment screening which includes criminal history and reference checks, and other procedures to ensure a person who poses unacceptable risk to children is prevented from working with children.
- A documented complaints / reporting procedure for suspicion and allegations of child abuse, and grounds for dismissal of any staff that is found to have engaged in the harm, abuse or exploitation of children.
- Provision of basic Child Protection training to all staff.
- Staff sign a Code of Ethics that includes a commitment to the rights of children.
- A nominated Child Protection focal point.
- Assessment of implementing partners includes checks of child protection practice and capacity.
- Partner Country Offices commit to notifying UNICEF Australia of any allegations of serious physical assault or sexual abuse or exploitation and to explain how the complaint is being handled.

As per agreed procedure with each Country Office should any child protection risks or protection incidences occur within the organisation, including but not limited to staff or partner staff being accused of, charged with, arrested for, or convicted of criminal offenses relating to child exploitation and abuse the country office will inform UA of the incident and steps being taken to address the emerging issue.

7.2 Program-level Child Protection Risk Management

As part of the program design review and proposal approval process for Directly Supported Programs, programs staff will also conduct a review which highlights the level of risk of child harm, abuse or exploitation. Appropriate to the level of overall risk, this process will ensure that specific risks are identified and measures to mitigate those risks are incorporated into the program design and monitoring and evaluation frameworks.

UA will utilise two checklists to assess the nature of contact with children by UNICEF and implementing partner staff, and designate a particular classification of risk. For each risk classification the following requirements for approval in terms of child protection risk assessment apply:

- **Low Risk** (*incidental / accompanied contact*) – further analysis not required.
- **Medium Risk** (*direct contact*) – risks to children must be incorporated into the program risk assessment for ongoing monitoring and verification of CP checks of implementing partners.
- **High Risk** (*working with children*) – a specific child protection risk assessment must be undertaken and proposed mitigation measures reduce the likelihood and impact of risks to an acceptable level. Where the level of risk cannot be adequately managed UA will discuss modification or cancellation of the program activities.

As outlined in a Letter of Acknowledgement, partner Country Offices are responsible to conduct screening of the capacity and compliance of any implementing partners. UNICEF Australia will identify any implementing partners for Directly Supported Programs and verify that relevant screening has been conducted; requesting copies of those organisations' child protection policies where activities are of high risk.

As per agreed procedure with each Country Office should any child protection risks or protection incidences occur within the organisation, including but not limited to staff or partner staff being accused of, charged with, arrested for, or convicted of criminal offenses relating to child exploitation and abuse the country office will inform UA of the incident and steps being taken to address the emerging issue.

Where appropriate, UNICEF Australia will seek to identify opportunities to promote inclusion of initiatives that improve children's awareness of their rights with regard to child protection and ability / knowledge about how to report incidents of abuse, appropriate to the sector and planned interventions.

8. Procedures with Regard to all Visitors to UNICEF Programs

8.1 Visits to International Programs

Any visitors to UNICEF programs will, as part of a field visit, come into contact with children. UNICEF Australia therefore recognises the need to implement specific guidelines to manage the child protection risks when organising field visits for supporters and other representatives.

UA will clearly articulate its commitment to the protection of all children and manage these risks by undertaking the following preventative measures:

- Field visits are always undertaken under the direction and control of the relevant UNICEF Country Office and a UNICEF Australia staff member as part of our commitment to protect children.
- Visitors are at all times accompanied by and under the management of UNICEF and/or program field staff, and are not permitted to visit UNICEF program activities or target communities, or interact with children without supervision.
- Visitors are subject to *UA's Child Protection Policy and Code of Conduct for Field Visits*, which will be signed by all prospective visitors prior to approval for the visit.
- UA will brief all visitors on the requirements with regard to child protection and mechanisms for reporting any suspicion or allegation of abuse.
- UA will conduct criminal history checks of all prospective visits prior to approval for the visit.

Both UNICEF Australia and Country Offices (COs) are responsible and accountable for ensuring successful, productive and safe visits to the field. It is the responsibility of the Country Representative to ensure that visitors have access to accurate and updated country information regarding key safety and security issues in the country, including any local security, safety and health regulations that visitors need to comply with whilst in the country. The following guidelines must be followed to ensure that field visits are successful and that children and UNICEF Australia visitors are safe.

Where extraordinary circumstances require deviation from the procedures for visits, this will be considered by the Child Protection Officer with approval from EMT, and must be confirmed in writing prior to the visit.

(i) Pre-visit

- The relevant UNICEF staff member will conduct a briefing meeting prior to the field visit to provide supporters with an overview of the UNICEF child protection policies and requirements.
- Prior to all field visits UNICEF Australia staff will ensure that all visitors receive the following documentation:
 - UNICEF Australia Child Protection Policy
 - Agreement for Security Checks (national police check)
 - UNICEF Australia Code of Conduct for Field Visits
- It is mandatory for all visitors to sign and return all these documents and police checks be completed prior to departure. Where possible UNICEF Australia will receive documents 4 weeks prior to departure.
- This briefing will also cover UNICEF Australia's guidelines around photography, use of social media, cultural considerations as well as its policies around begging and gifts during a field visit
- The relevant UNICEF staff member will ensure that the necessary forms, including the Child Protection Policy, have been signed and returned by each visitor. The Child Protection Officer evaluates the results of any checks made and determines whether the visit can proceed.
- If the visit is declined, it is mandatory for the UNICEF Australia Child Protection Officer to maintain a record of the reason why the visit cannot go ahead.
- If the visit is declined the UNICEF Australia Child Protection Officer will contact the relevant applicant in order to inform them of the decision and the reason for the declined visit.

(ii) During Field Visits:

- All visitors to the field will comply with the terms laid out in UNICEF Australia's Code of Conduct for field visits.

- The UNICEF Country Office will provide a short briefing to all visitors to the field about UNICEF's operations and programs in the country or program area.
- This briefing should also include information on local arrangements for child protection and any requirements for visitors to follow regarding health and safety arrangements.
- All visits are supervised by UNICEF staff. At least one member of staff is designated as chaperone for the visit, but more may be necessary depending on the number of visitors. The chaperone must accompany the visitor at all times during the visit to ensure that it proceeds smoothly in line with these procedures.
- At the end of the visit the Country Office conducts a debriefing meeting with visitors for feedback and to clarify matters as needed and/or respond to questions that may have arisen as a result of the visit.

9. Behavioural Guidelines – Code of Conduct

Child Protection Agreement

The following Behavioural guidelines (Code of Conduct) clarify what constitutes appropriate and inappropriate behaviour towards children. All persons in the scope of this policy are required to sign the UNICEF Australia *Child Protection Declaration and Agreement*.

All employees and associates of UNICEF Australia will:

- Conduct themselves in a manner that is consistent with the values of UNICEF Australia
- Take action to inform themselves on the Convention on the Rights of the Child (CRC)
- Treat children with respect regardless of race, colour, sex, language, religion, political or other opinion, national, ethnic or social origin, property, disability, birth or other status
- Will not use language or behaviour towards children that is inappropriate, harassing, abusive, sexually provocative, demeaning or culturally inappropriate
- Ensure that another adult is present when working in the proximity of children (includes Australian based and overseas activities)
- Not use physical punishment on children
- Not invite unaccompanied children that participate in UNICEF Australia projects into my place of accommodation, unless they are at immediate risk of injury or in physical danger
- Use computers, mobile phones, video or cameras appropriately, and never exploit or harass children, or access child pornography through any medium
- Comply with all relevant Australian and local legislation, including labour law in relation to child labour
- Immediately report concerns or allegations of child abuse in accordance with the UNICEF Australia Child Protection Policy
- Not develop inappropriate relationships with any child or beneficiary who participates in UNICEF Australia programs. This includes linking with a child through social media
- Immediately disclose all charges, convictions and other outcomes of an offence, which occurred before or during the association with UNICEF Australia that relate to child exploitation and abuse
- Not publish undignified photos taken of children in UNICEF Australia programs in social media or otherwise

- Immediately report through the designated reporting processes any known breaches in the Code of Conduct

10. Communication about Children

10.1 Use of Children's Images and Reporting on children

In communicating about children UNICEF Australia are committed not to further stigmatize any child and take the principal of do no harm. The *UNICEF Ethical Guidelines on Principals for Ethical Reporting*, *UNICEF photography guidelines* and *UNICEF Australia Social Media Policy* provide detailed guidance for all communications materials involving children. The following principals related to child protection are reflected.

- UA avoids images, categorisations or descriptions that expose a child to negative reprisals including additional physical or psychological harm, or to lifelong abuse, discrimination or rejection by their local communities.
- UA provides an accurate context for the child's story or image ensuring the child's dignity and best interest are taken into consideration when using images and reporting on children.
- UA acknowledges that dignity and rights of every child are to be respected in every circumstance. A child will always be portrayed in a dignified and respectful manner and not in a vulnerable or submissive manner. Children will be adequately clothed and not in poses that could be seen as sexually suggestive.
- In interviewing and reporting on children, special attention is to be paid to each child's right to privacy and confidentiality, to have their opinions heard, to participate in decisions affecting them and to be protected from harm and retribution, including the potential of harm and retribution.
- The best interests of each child are to be protected over any other consideration, including over advocacy for children's issues and the promotion of child rights.
- When trying to determine the best interests of a child, the child's right to have their views taken into account are to be given due weight in accordance with their age and maturity.
- Those closest to the child's situation and best able to assess it are to be consulted about the political, social and cultural ramifications of any reportage.
- UA will not knowingly publish a story or image which might put the child, siblings or peers at risk even when identities are changed, obscured or not used.
- Local cultural traditions should be assessed regarding restrictions for reproducing personal images and respected based on individual.
- All photographers contracted by UNICEF Australia and in contact with children facilitated by UNICEF Australia will be screened for their suitability, including police checks where appropriate. In addition they will be fully briefed with regards to UNICEF's Child Protection Policy and its Code of Conduct prior to any field visit and expectations around the portrayal of children.

To ensure adherence to these principals or considered exceptions to these principals, UA has in place the *UNICEF Australia Communications Sign Off Form* process which is escalated through scaled levels of management takes and takes into consideration these principals at each step. All communications require the authorisation of the Director of Communications and Fundraising, Chief Operations Officer and CEO before publishing.

11. Incident Reporting

11.1 What and how to Report – For All Staff (and full scope of this policy)

1. If any staff during the course of their work SEE, HEAR or SUSPECT that a child is in immediate danger s/he must take action and report to this to one of the delegated child protection officer as soon as it is safe to do so.
2. Staff members should report if they see, hear or suspect that a child is the victim of physical, emotional, sexual abuse, neglect or exploitation (please refer to definitions in section 4) to a designated CPO OR their immediate manager.

The Current Child Protection officer's are:

Adrian De Giovanni	Sally Douvis
PH: +61 2 8917 3250 MB: +61 (0)404 593664	MB: +61 (0)417 550 172
Email: adegiovanni@unicef.org.au	Email: sdouvis@unicef.org.au

3. Once the staff member has made a report they are to follow the instructions of the CPO or their manager as what to do next. More often than not they will not be required to take further action.
4. If the staff member is not satisfied with the response of delegated child protection officer then s/he should report this on to EMT or chair of UA board. If the staff member is still not satisfied with the response s/he should report this to relevant authorities outside of UA

Two Step process in responding to a Child Protection Emergency:

11.2 Step one: UNICEF Australia Assessment and response to ensure immediate safety

When it is safe to do so:

1. Ensure that the child / children in question are safe from immediate harm and danger.
2. Ensure that the affected child/children are separated from the alleged perpetrator/s of abuse/harm
3. Where the alleged perpetrator may be a child, ensure separation from the victim and provide supervision and safety from immediate harm and danger.
4. Ensure any other children in the immediate vicinity are adequately supervised and are not in a situation of danger
5. Where a child requires medical assistance, facilitate access to emergency care, medical examination or health support.
6. Where possible, ensure that the child has the option of a support person or friend to accompany them through any immediate attention required
7. Attempt to contact parents or caregivers as soon as immediate safety has been addressed,
8. Determine whether emergency medical care, a medical examination or health support may be required for any parties involved in the incident.

11.3 Step Two: The Incident should then be reported as follows:

1. It is the staff member responsibility to report any incident or disclosure to UNICEF Australia as soon as it is safe and reasonable to do so.
2. Seek medical attention for the child if required which may include first aid, ambulance or medical practitioner (where a child is taken offsite and UNICEF Australia is the guardian and no parent is available within a required timeframe, the UNICEF Australia staffer should accompany the child to the doctor, hospital, police station etc.)
3. Immediately and *confidentially* advise the most senior staff member onsite.
4. Immediately and *confidentially* advise one of the nominated organisational Child Protection Officers.
5. Complete the UNICEF Australia incident report form below detailing the incident in as much detail as possible and treat it as a confidential document. *If the incident involves alleged sexual abuse, physical assault only record minimal information and let police conduct questioning.*
6. If possible email or fax the form, report the incident by phone, and where possible email.

11.4 Remember Confidentiality:

It is important that when an incident happens that the right people are informed in a timely manner, however it is also important to inform only those who are able to respond to the situation and help.

UA have two designated Child Protection Officers to reduce reporting replication and to protect all people involved in the incident. Information reported and complaints handling as a breach in confidentiality can have negative effects on the child, their family, the complainant and the alleged offender.

11.5 Responsibilities of the Child Protection Officer and UA after receiving a report

7. The Child Protection Officer who received the notification will determine which of the following to enact:
 - a. Request that the accused leave the area.
 - b. Contact the child's guardian (should be enacted as soon as practically possible following an incident/alleged incident)
 - c. Contact local support services if within Australia, such as Child Protection Hotline on 132 111 to support the child.
 - d. Contact the police.
 - e. Provide support to impacted staff and encourage the use of the Employee Assistance Program.
 - f. All incidents that involve sexual or physical abuse should be raised with EMT by the CPO immediately to address any remedial action and then addressed in depth as the next scheduled EMT meeting. Details regarding the child and the case should be strictly de-identified. EMT members would consider the incident report and reflect on whether any change to UNICEF policy, procedures and protocol is required
 - g. As per signed agreement with DFAT as a recipient of ANCP grants UA will notify the Child Protection Compliance Section of DFAT if any staff or partner staff are accused of, charged with, arrested for or convicted of criminal offences relating to child exploitation and abuse.

DFAT Compliance Section:

Email: childprotection@dfat.gov.au

Telephone: +61 2 6178 5100

11.6 Incidences that occur whilst in implementing countries:

1. When it is safe to do so, immediately and confidentially inform the child protection focal point in the country office, chief of child protection or country representative of your concern.
2. When it is safe and practical to do so, inform one of UA's CPO of the incident and who you have informed in country.

12. Ramifications for breaches in the Code of Conduct

Any person who is found to be in breach of the Code of Conduct will be subject to any and all of the following actions:

- Suspension of all activities and duties pending an investigation
- Meeting (internal / external) to discuss breach and opportunity for to provide all accounts and understandings of the situation at hand
- Investigation (internal or external to UA)
- Performance management
- Formal warning and continued performance and professional monitoring
- Transfer to different role or duties
- Disciplinary action which may include termination of employment

In any instance where accusations are of a criminal nature, UNICEF Australia will inform the relevant authorities and comply completely with any investigation that should arise.

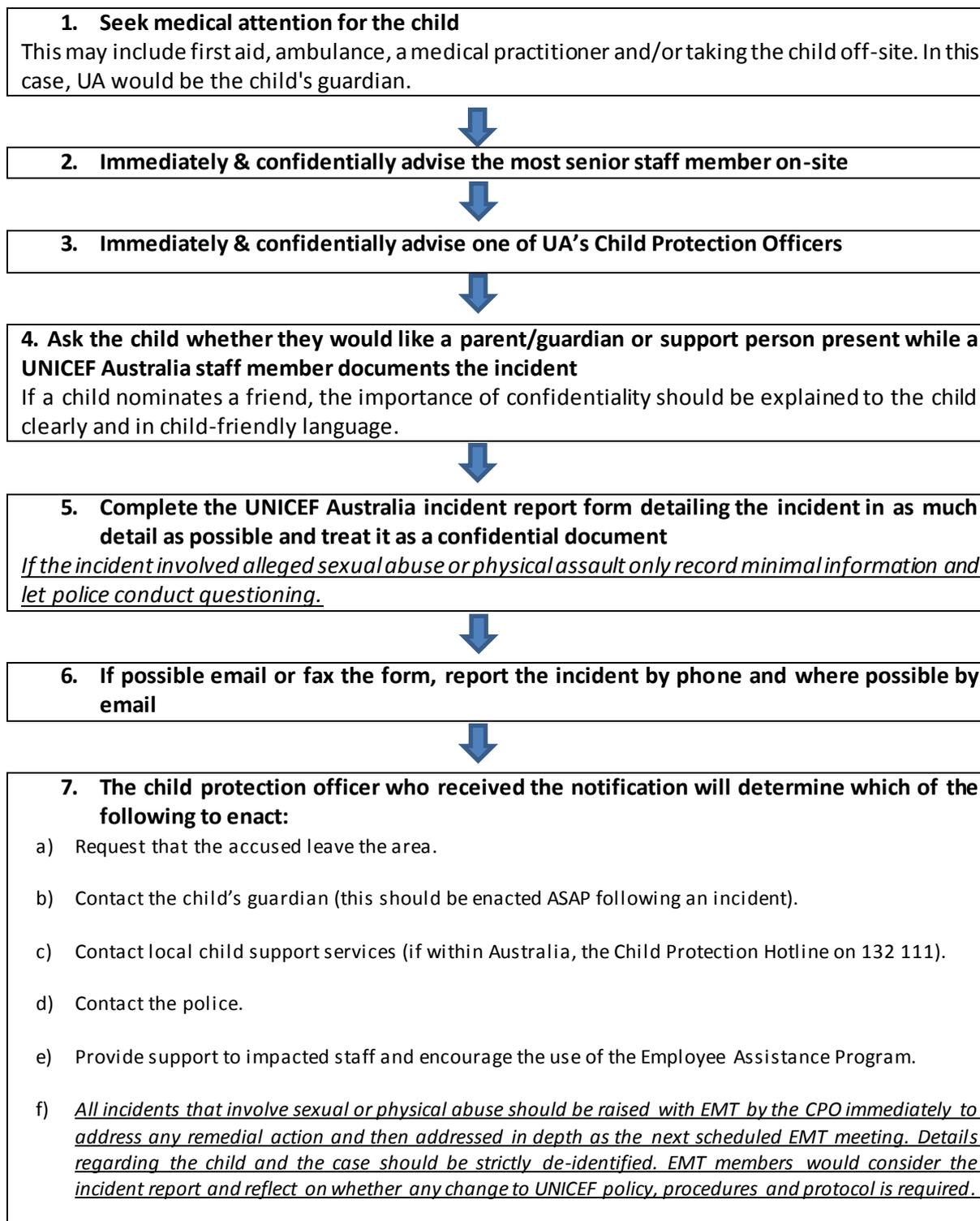
Any person holding knowledge of abuse and failure to report it or to take action to secure the immediate safety of a child may also result in disciplinary action as per the ramifications above as staff may be deemed complicit with the abuse.

Child Protection Incident Report Form

Name of reporting staff/volunteer/partner	
Name of Senior Staff member onsite	
Name of impacted child/children or persons	
Date	
Time of incident	
Time of report	
Location	
Description of incident	
Name of witness/s (to be completed separate incident report form):	
Has this incident been reported to a Child Protection Officer?	Name of CPO: _____ Time reported: _____
Signature _____ of reporting staff/volunteer/partner:	Date: _____
Signature of senior staff/volunteer/partner:	Date: _____
Signature of Child Protection Officer	Date: _____

Child Protection Incident Reporting Flow Chart

Following the identification of an incident by a UNICEF Australia staff member, and after ensuring the safety and protection of the child involved, the incident should be reported according to the following procedure:



13. Responsibilities

It is the responsibility of the Board and Executive Management Team (EMT) to ensure that UNICEF Australia takes every precaution to protect the children and young people we serve and come into contact with during the course of our work.

13.1 UNICEF Australia Management

Creating an organization committed to child safeguarding depends on having clear structures and an open and aware culture in place to ensure that all employees and children feel confident and comfortable speaking out and implementing child safeguarding. Without effective support from management, staff may feel isolated and be unaware of where responsibilities lie in relation to child protection.

UNICEF Australia Management:

Promote an open and supportive atmosphere

To encourage staff to actively participate in the protection of children, open lines of communication, an atmosphere of support and encouragement for reporting and positive environment for giving and receiving feedback should be created. Management should reflect core values and principles, uphold a professional approach and demonstrate awareness of abuse. Management should demonstrate leadership in this area and act as role models.

Internal/external organizational evaluations

Child protection issues are incorporated into regular internal and external program and organizational evaluations / assessments. Internal assessment monitors the progress of child protection policy implementation against targets agreed. External assessment promotes and ensures objectivity and transparency and provides a fresh perspective for improvement on child protection policies and procedures.

Designated Child Protection Officers

EMT of UNICEF Australia will name two designated people (“Child Protection Officers”) to implement the child protection reporting and reaction procedure. EMT will assign the responsibility for child protection issues to two persons as part of their job description to ensure that child protection is prioritized within UNICEF Australia. The role of designated Child Protection Officers is clearly defined, so that expectations on all sides are clear and that deliverables are monitored by management.

The following criteria will be used as a guide in the identification of the child protection officer:

- A known and trusted member of staff who is accessible to all teams
- An member of staff who is easily accessible and contactable by other staff (consider multiple appointments where one person is part time or travelling often)
- A member of staff who has knowledge of field work and office based work
- A background in Child Protection and Child Safeguarding or the assessed capacity to build skills in this area with support
- A staff member who can demonstrate an understanding and use of confidentiality
- A staff member who either has experience of or can demonstrate the capacity to develop coordination of investigation skills and work with sensitive issues.
- Good communication with others both internal and external to the organization.
- Willing and able to take on this role

- Has the time and space to incorporate into their current role or take on as an additional responsibility

13.2 Child Protection Officer

The Child Protection Officer (CPO) acts as the focal point for child protection within UNICEF Australia and works with the Child Protection Committee (CPC) to ensure UNICEF Australia’s child protection policy and procedures are adequately implemented. Any actual or suspected incidents of child abuse must be reported to the Child Protection Officer. The CPO is responsible for ensuring that all such incidents are fully investigated – either directly or by reporting the matter to the police.

If the incident occurred overseas, it must be reported to the relevant UNICEF office which will act on such reports in accordance with UNICEF’s established guidelines. UA’s Child Protection Officer must also be advised as soon as possible and will liaise with the relevant UNICEF office in relation to the investigation of the report. If appropriate, UA’s Child Protection Officer will also report the matter to Australian authorities.

The Child Protection Officer is responsible for ensuring all UNICEF Australia staff are aware of this Child Protection Policy and relevant codes of conduct. They are responsible for ensuring child protection training and induction programs for current and new staff are in accordance with industry compliance requirements of DFAT and ACFID. The CPO also identifies those roles which require Working with Children Checks and ensures such checks are conducted for UNICEF Australia.

UA’s current Child Protection officers are:

Adrian De Giovanni	Sally Douvis
PH: +61 2 8917 3250 MB: +61 (0)404 593664	MB: +61 (0)417 550 172
Email: adegiovanni@unicef.org.au	Email: sdouvis@unicef.org.au

13.3 Child Protection Committee

The Child Protection Committee (CPC) is responsible for overseeing the development and review of UNICEF Australia’s Child Protection Policy, child protection procedural documentation, tools and related documents. The CPC is accountable for making recommendations to the Executive Management Team (EMT) regarding internal changes in policy and procedures. The Committee is additionally responsible for improving child protection compliance with the Australian NGO Cooperation Program (ANCP) standards and The Australian Council of International Development (ACFID) Code of Conduct.

Working with the Child Protection Officer, the CPC will monitor child protection risks across the organisation and contribute to developing risk management strategies where appropriate. The CPC will liaise with the Child Protection Officer in coordinating and leading external training, awareness-raising for current staff and new staff orientation in child protection to ensure understanding and implementation of this Child Protection Policy.

With regard to child protection complaints and incidents, the CPC ensures responses are implemented in accordance with this Child Protection Policy, and recommend amendments where applicable. Overall, the CPC works to ensure an understanding and implementation of child protection procedures is embedded at a departmental level across the organisation.

14. Supporting Documents

14.1 Internal Documents

- UNICEF Australia Code of Conduct for staff, volunteers and interns (see annex one)
- UNICEF Australia Child Protection Code of Conduct Field Visits for visitors to UNICEF Programs (see annex two)
- UNICEF Australia Child Protection Agreement & Declaration
- Terms of Reference: Child Protection Committee
- Position Description: Child Protection Officer
- UNICEF Photography Guidelines
- UNICEF Australia Fundraising / Communications Sign Off Form (See annex three)
- Use of IT Policy
- Social Media Policy
- Face to Face Child Protection Policy Statement and Agreement

14.2 External Documents

- AusAID Child Protection Policy, January 2013 - <http://aid.dfat.gov.au/aidissues/childprotection/Documents/ausaid-child-protection-policy.pdf>

15. Policy Review:

This policy will be reviewed on an annual basis to ensure that it is up to date and that all current and future child protection risks pertaining to UA's operations are considered and mitigation measures are put in place.

Version	Date	Comments	Author/s	Approved By	Review Date
V1	January 2013		HR/Advocacy	EMT & Board	
V2	June 2014		Child Protection Committee	EMT & Board	May 2015
V3	May 2015		Child Protection Committee	EMT & Board	May 2016
V4	June 2016		Child Protection Committee	EMT & Board	June 2017

16. Annexes

Insert list

ANNEX ONE:

**CHILD PROTECTION DECLARATION AND AGREEMENT
FOR EMPLOYEES, VOLUNTEERS/INTERNS, BOARD MEMBERS AND OTHER
REPRESENTATIVES**

UNICEF Australia is an organisation which has a fundamental belief in and commitment to the principle contained in Article 19 of the UN Convention on the Rights of the Child (CRC). This states that all children, wherever they may live and whatever may be their circumstances, have the right to be protected, nurtured and to be free from all forms of violence, abuse and exploitation.

UNICEF Australia is committed to the safety and wellbeing of all children and will act without hesitation to ensure a child safe environment is maintained at all times. It is therefore essential that all UNICEF Australia employees, volunteers/interns or representatives understand their own role in protecting children.

Please read the Child Protection Policy together with the following child safe agreement and thereafter sign on this page to show you have understood and agree to abide by the conditions. If necessary, seek clarification with the Child Protection Officer before signing this document.

I (full name) _____ declare that:

- I have been given a copy of, read and understand the UNICEF Australia Child Protection Policy
- I agree to abide by the behaviour protocols as set out in the following child protection agreement
- I am not a Prohibited Person under the Child Protection (Prohibited Employment) Act 1998 or a Registrable Person under the Child Protection (Offenders Registration) Act 2000
(Declaration under the Child Protection (Prohibited Employment) Act 1998)

I understand that I must immediately advise UNICEF Australia should my situation change

Signed:

Date:

Please note there is a separate code of conduct for UNICEF Australia field visits. Please speak to your UA contact or the Child Protection Officer relevant to you.

Child Protection Agreement

I agree that while working for UNICEF Australia, I will:

- Conduct myself in a manner that is consistent with the values of UNICEF Australia
- Take action to inform myself on the Convention on the Rights of the Child (CRC)
- Treat children with respect regardless of race, colour, sex, language, religion, political or other opinion, national, ethnic or social origin, property, disability, birth or other status
- Not use language or behaviour towards children that is inappropriate, harassing, abusive, sexually provocative, demeaning or culturally inappropriate
- Ensure that another adult is present when working in the proximity of children (includes Australian based and overseas activities)
- Not use physical punishment on children
- Not invite unaccompanied children that participate in UNICEF Australia projects into my place of accommodation, unless they are at immediate risk of injury or in physical danger
- Use computers, mobile phones, video or cameras appropriately, and never exploit or harass children, or access child pornography through any medium
- Comply with all relevant Australian and local legislation, including labour law in relation to child labour
- Immediately report concerns or allegations of child abuse in accordance with the UNICEF Australia Child Protection Policy
- Not develop inappropriate relationships with any child who participates in UNICEF Australia programs. This includes linking with a child through social media
- Immediately disclose all charges, convictions and other outcomes of an offence, which occurred before or during my association with UNICEF Australia that relate to child exploitation and abuse
- Not publish undignified photos taken of children in UNICEF Australia programs in social media or otherwise

ANNEX TWO:

**CHILD PROTECTION DECLARATION AGREEMENT
AND CODE OF CONDUCT FOR FIELD VISITS**

**FOR EMPLOYEES, VOLUNTEERS/INTERNS, BOARD MEMBERS AND ALL VISITORS TO THE
FIELD**

UNICEF Australia is an organisation which has a fundamental belief in and commitment to the principle contained in Article 19 of the UN Convention on the Rights of the Child (CRC). This states that all children, wherever they may live and whatever may be their circumstances, have the right to be protected, nurtured and to be free from all forms of violence, abuse and exploitation.

UNICEF Australia is committed to the safety and wellbeing of all children and will act without hesitation to ensure a child safe environment is maintained at all times. It is therefore essential that all UNICEF Australia employees, volunteers/interns or representatives including visitors to the field understand their own role in protecting children.

Please read the Child Protection Policy together with the following Code of Conduct for Field Visits and thereafter sign on this page to show you have understood and agree to abide by the conditions. If necessary, seek clarification with your contact at UNICEF Australia before signing this document.

I (full name) _____

declare that:

- I have been given a copy of, read and understand the UNICEF Australia Child Protection Policy
- I agree to abide by the behaviour protocols as set out in the following child protection policy and UNICEF Code of Conduct for field visits
- I am not a Prohibited Person under the Child Protection (Prohibited Employment) Act 1998 or a Registrable Person under the Child Protection (Offenders Registration) Act 2000
(Declaration under the Child Protection (Prohibited Employment) Act 1998)

I understand that I must immediately advise UNICEF Australia should my situation change.

Signed:

Date:

UNICEF Australia's Code of Conduct for Field Visits

I agree as an attendee of a UNICEF Australia field visit, I will:

- Ensure I am familiar with UNICEF Australia's child protection policy
- Conduct myself in a manner that is consistent with the values of UNICEF Australia
- Report any concerns or allegations of child abuse in accordance with UNICEF Australia's procedures within 24 hours
- Treat children with respect regardless of race, colour, age, gender, language, religion, sexual orientation, political or other opinion, national, ethnic or social origin, property, disability, birth or other status
- Take responsibility for ensuring I am accountable and do not place myself in positions where there is a risk of child abuse allegations being made
- Ensure that a UNICEF staff member is present at all times when I am in the proximity of children
- Ensure that consent has been obtained by UNICEF, from a child and parent or guardian of the child, before publishing or sharing any filming or photographing of any child on a field visit
- Assess and endeavour to comply with local traditions (as advised by UNICEF) or restrictions for reproducing personal images before photographing or filming a child
- Ensure photographs, films, videos and DVDs and text present children in a dignified and respectful manner and are honest representations of the context and the facts
- Consult with the UNICEF Australia Child Protection Advisor or other relevant UNICEF Australia staff members if I have any questions regarding child protection and how it relates to my work/relationship with UNICEF

I agree as an attendee of a UNICEF Australia field visit, I will not:

- Do anything to develop relationships with children which could in any way be deemed exploitive or abusive
- Condone or participate in behavior of children which is illegal, unsafe or abusive, or is perceived to be abusive
- Spend time alone with children away from others or ask for/accept the personal contact details (email, phone numbers, social media sites, address etc) of any child associated with UNICEF Australia's work.
- Share my personal contact details (email, phone numbers, social media sites, address etc) with any child associated with UNICEF's work
- Give money to children during any UNICEF field visit, as this can create an incentive for parents to send children to beg rather than to attend school. Also, it may involuntarily contribute to sustaining the organised exploitation of children
- Give any gifts to communities, schools, children or any other individual during a UNICEF field visit. UNICEF's core focus is on sustainable development and the organisation does not support providing gifts to the communities in which we work. Gifts of this nature can encourage exclusion and could be seen as a tool for influencing community development

COMMUNICATIONS SIGN OFF FORM



Before circulating, please review messaging reminder overleaf and ensure that your communication has been checked & cleared first by your Team Head

Communication Name

Enter Communication Name

Circulated by:

Enter Contact Name

Communication Audience:

HVD/ Cash donor/ GP, etc

Additional details:

Due Circulated:

Click here to enter a date.

Proposed send date:

Click here to enter a date.

Then please indicate which UNICEF Brand key messages your communication delivers:

UNICEF works for children	UNICEF is effective	UNICEF is active in humanitarian emergencies	UNICEF supporters are passionate and full of hope	UNICEF needs funding from the public	This is how you can help
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Sign off required by:	Name & Accountability	Signature	Date	Comments
<input type="checkbox"/>	<p>Associate Director of Communications</p> <ul style="list-style-type: none"> • Message/brand consistency • General compliance with FIA/ACFID codes and UNICEF standards, especially ensuring that: <ul style="list-style-type: none"> ✓ Messages and images (<i>see over</i>) respect the dignity and values of the subject and do not generalise/mask diversity of situations, or in even the slightest form fuel prejudice or foster superiority ✓ Images and messages match purpose of donor request, and any funding restrictions (or otherwise) are explicit <p><i>(Please note that all FR creative work – initial concepts, copy and design - should be signed off by MN with any amends made before being circulated)</i></p> <p>NB: ALL Comms must go to AG for DP review.</p>	cleared for circulation? (Y/N)		
<input type="checkbox"/>	<p>Chief Operating Officer</p> <ul style="list-style-type: none"> • Risk assessment • Integrity of information/Factual accuracy • DATA PROTECTION 			
<input type="checkbox"/>	<p>CEO</p> <ul style="list-style-type: none"> • Final Sign off 			

IMPORTANT...

A quick reminder note on images and messages!

We all know how images and messages can be enormously powerful in influencing the public's perceptions and attitudes and can have a cumulative effect over time. Accurately representing the distress caused by poverty while upholding the values of UNICEF and the ACFID code can be challenging, and requires judgement calls and sometimes communications will regrettably need to be challenged when we think it's necessary.

ALL teams within ACFID signatory organisations are asked to *"take extra care to avoid messages or images which portray women and men, boys and girls as pitiful rather than as participants in activities which reflect their daily lives."* This can be difficult, especially in emergencies and where we are telling story powerfully, and this sign-off form is partly to ensure we take an active decision on these matters in every communication.

Helpfully, ACFID offers some good example from ACFID:

Example Good practice: Women and men, boys and girls are portrayed as equal partners in development not passive recipients, their voices are often used in messages and the context of their lives (country, home, livelihood) is portrayed. People with a disability and those from marginalised and vulnerable groups are included, if this is relevant to the project being described. The development issues portrayed are complex but the message is conveyed that change is possible with donor support.

Example Non-compliance: Images are cropped to show faces of starving children from an unspecified country seeking donor support to feed them. They are portrayed as objects of pity and the message conveyed that the donor is required to save them from death. The image fuels the stereotype of starving developing countries and does not indicate a partnership approach to development, fuelling a sense of 'northern superiority'.

Example Good practice: Messages and images which are consistent with this Code are those that put a human face or a personal story on the impact of a disaster, or on the difficulties stemming from injustice; present a message of potential change; appeal on the basis of justice and common humanity rather than guilt; emphasise the positives rather than the negatives; portray a balanced picture of the needs and accomplishments of local communities.

Example Poor practice: Messages and images which should be avoided are those which isolate an individual from the context of family and community; portray people overseas as objects of charity; fail to acknowledge the local resources which alleviate the situation; use camera angles which look down; portray people who are not from the country in which the appeal is being conducted; present donors as 'going to the rescue'

Example: Non-compliant practice: An organisation produces and distributes a newsletter to its membership that includes a general fundraising appeal for the organisation. The content of the newsletter could be characterised as 80% aid and development, 10% promotion of religious adherence and 10% other. When the funds are received they are allocated on a ratio of 80% to promotion of religious adherence and 20% to aid and development activities.