

# Queensland Government ‘Don’t turn away’ Failure to report offence community awareness campaign

## Communications kit – February 2025

### Background

The ‘Don’t turn away’ community awareness campaign aims to explain the scope and intent of the failure to report offence and what it means for Queenslanders. The campaign focuses on connecting with Queenslanders’ moral obligation to protect children, with the aim of increasing community members awareness and understanding of the offence and associated reporting obligations.

‘Don’t turn away’ encourages Queenslanders to learn about the signs of child sexual abuse, their reporting obligations and how to make a report if they believe on reasonable grounds that a child is experiencing sexual abuse.

Materials direct the community to more information and support, and have targeted placements including digital, social, radio, audio, out of home and search advertising.

This communication kit includes proposed copy, key messages and links to promotional assets to help you get involved.

### What can you do to promote the campaign?

- Visit [www.qld.gov.au/protectchildren](http://www.qld.gov.au/protectchildren) to learn more about the signs of child sexual abuse, your reporting obligations and the failure to report offence.
- Share this communication kit with your stakeholders and networks.
- Include an article in your workplace e-newsletter or intranet.
- Share a post on social media.
- Ensure you know the support and reporting options available for Queenslanders.
- Learn more about [the offence and recent legislative amendments](#).
- Download a poster to display in your workplace or community group.
- Follow us and share our posts at [Domestic, Family and Sexual Violence Prevention Queensland](#)

### Campaign assets

Download and share our campaign assets [here](#).

### Key messages

#### Reporting child sexual abuse:

- Report child sexual abuse. Not only is it the right thing to do, it’s the law.
- Learn about the law and your obligations as an adult to report child sexual abuse.



- If you believe a child is experiencing sexual abuse, you must report it.
- Don't turn away, know when and how to report child sexual abuse.
- Adults have a duty to protect children in the community from the threat or experience of sexual violence and abuse.

### **The failure to report offence:**

- The failure to report offence is in place to protect and preserve the rights of children and young people.
- If you received information after 5 July 2021 that leads you to reasonably believe a sexual offence has been committed against a child and you don't have a reasonable excuse not to report it, you must report it – even if the abuse happened a long time ago.
- The failure to report offence means all adults must report information that causes them to believe or should cause them to believe on reasonable grounds, that a child sexual offence is being or has been committed against a child by another adult, unless they have a reasonable excuse not to.
- A reasonable belief is a belief that a reasonable person would have in the same position and with the same information available to them. Whether or not a reasonable belief would be formed will always depend on the specific, factual circumstances of the situation.
- Depending on the circumstances, you may have a reasonable excuse not to make a report under the failure to report offence. If you have a reasonable excuse, this means you are not criminally responsible for failing to make a report to the police about a sexual offence against a child by another adult.
- In 2024, the scope of reasonable excuses that are explicitly listed in the legislation were expanded. This includes excuses that relevant professionals might rely on.
- Adults – including relevant professionals and religious representatives – must report to the police if they reasonably believe (or should reasonably believe) that a child is being, or has been, the victim of sexual abuse, unless they have a reasonable excuse not to.
- Even if you have a reasonable excuse, you might still need to make a report under:
  - Chapter 2, part 1AA of the [Child Protection Act 1999](#)
  - [Chapter 12, part 10](#), of the [Education \(General Provisions\) Act 2006](#)
  - [Part 8](#) or [part 9](#) of the [Youth Justice Act 1992](#).
- A relevant professional can be a: medical practitioner, registered psychologist, registered nurse, registered midwife, social worker who is a member of the Australian Association of Social Workers Ltd, counsellor.

### **Keeping kids safe:**

- All children have the right and deserve to be and feel safe from the threat or experience of sexual abuse.
- There are many things we can do to create a safer environment for our kids and prevent sexual abuse before it happens.



- The internet, smart devices and social media have become common place in our kids' everyday lives, so it's important to understand how to guide, assist and supervise your children when they use this technology to help them be safe online.
- It's important to remember that you have a right to know your child or a child you care for is safe. If a child in your care is staying with or being looked after by someone else, you have a right to ask questions about what they will be doing and who will be looking after them.

### Support options:

- If you believe a child is in immediate danger or in a life-threatening situation, call Triple Zero (000) and ask for the police.
- To make a report directly to the police you can do one of the following:
  - Call [Policelink](#) 131 444
  - Make a report in-person, find your local police station via [www.police.qld.gov.au/stations](http://www.police.qld.gov.au/stations)
- Help is available if you believe a child is experiencing or is at risk of experiencing child sexual abuse or if you are unsure and would like [advice and support](#).
- Help and support is available, find out more about the [support services in Queensland](#).

### Content

View and share the campaign resources [here](#).

Channel	Copy
<p>E-newsletter / Intranet article</p> <p><i>Download promo assets</i></p> <p><a href="http://www.qld.gov.au/protectchildren">www.qld.gov.au/protectchildren</a></p>	<p><b>Don't turn away. Report child sexual abuse.</b></p> <p>The Queensland Government has launched a new campaign to improve community awareness and understanding of the failure to report offence.</p> <p>Under the failure to report offence, all adults in Queensland must make a report to the police if they believe a child is or has been experiencing sexual abuse – unless they have a reasonable excuse not to (i.e. you believe the information has already been given to a police officer).</p> <p>We all have a responsibility to protect the lives of young people.</p> <p>Don't turn away - know when and how to report child sexual abuse. Not only is it the right thing to do, it's the law.</p>


	<p>You can find more information on the campaign via <a href="http://www.qld.gov.au/protectchildren">www.qld.gov.au/protectchildren</a></p> <p><b>The Queensland Government has strengthened laws protecting children from sexual abuse.</b></p> <p>Since 5 July 2021, it has been an offence for any adult to fail to report sexual offending against a child by another adult to police. This means all adults have the responsibility to report sexual offences against children to police – unless they have a reasonable excuse not to.</p> <p>The law was amended in September 2024 to clarify when certain professionals do not need to report information to the police that a child has been sexually abused.</p> <p>Learn more about <a href="#">the failure to report offence</a>.</p> <p><b>Support is available</b></p> <p>Support is available for all Queenslanders impacted by child sexual abuse. If you believe a child is experiencing sexual abuse and you need to make a report, or if you're unsure – we urge you to reach out for support.</p> <p>Get help and advice for <a href="#">reporting child sexual abuse</a>.</p>
<p>Social media post</p> <p>General awareness reporting</p>	<p>In Queensland, all adults have a responsibility to protect children in the community from the threat or experience of sexual violence and abuse.</p> <p>If you believe a child is or at risk of experiencing sexual abuse, you must report it. Not only is it the right thing to do – it's the law.</p> <p>Don't turn away. Know when and how to report child sexual abuse.</p> <p>Learn about the law and your obligations as an adult to report child sexual abuse, via <a href="http://www.qld.gov.au/protectchildren">www.qld.gov.au/protectchildren</a></p>
<p>Social media post</p> <p>General awareness on the failure to report offence</p>	<p>The failure to report offence is in place to protect and preserve the rights of children and young people in Queensland.</p> <p>This means all adults must report information to the police that causes them to believe that a child sexual offence is being or has been committed against a child by another adult, unless they have a reasonable excuse not to (i.e. they believe the information has already been given to a police officer).</p>



	<p>Don't turn away. Know when and how to report child sexual abuse.</p> <p>Find more information on the offence and support options, via <a href="http://www.qld.gov.au/protectchildren">www.qld.gov.au/protectchildren</a></p>
<p>Social media post</p> <p>Keeping kids safe</p>	<p>All children have the right and deserve to be and feel safe from the threat or experience of sexual abuse.</p> <p>There are many things we can do to create a safer environment for our kids and prevent sexual abuse before it happens.</p> <p>Find more information, via <a href="http://www.qld.gov.au/protectchildren">www.qld.gov.au/protectchildren</a></p>
<p>Social media post</p> <p>Support is available</p>	<p>In Queensland, all adults have a legal responsibility to make a report to police if they believe or should believe on reasonable grounds that a child is experiencing sexual abuse.</p> <p>If you need to make a report or if you're unsure and would like advice and support, help is available.</p> <p>Learn more about your reporting obligations and find support options, via <a href="http://www.qld.gov.au/protectchildren">www.qld.gov.au/protectchildren</a></p> <p>If it's an emergency or if you believe a child is in immediate danger or a life-threatening situation, phone Triple Zero (000).</p>



## Recommended Image Description / Alternative (Alt) Text



When sharing campaign images online, please use the recommended image description / Alt Text to support accessibility.

Newsletter Image	Recommended Image Description / Alt Text
	<p>A woman with a concerned expression on her face is sitting on a bench in a park contemplating two questions 'What if it was my child?' and 'Should I report this?' A dark green banner in the bottom right corner of the image answers 'Don't turn away. Report child sexual abuse.' Along the base is the URL <a href="http://qld.gov.au/protectchildren">qld.gov.au/protectchildren</a> and the Queensland Government logo.</p>



	<p>A woman with a concerned expression on her face is sitting in a backyard contemplating two questions 'Is that sexual abuse?' and 'Should I report this?' A dark green banner in the bottom right corner of the image answers 'Don't turn away. Report child sexual abuse.' Along the base is the URL <a href="https://qld.gov.au/protectchildren">qld.gov.au/protectchildren</a> and the Queensland Government logo.</p>
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Static Social Media Image	Recommended Image Description / Alt Text
	<p>A woman with a concerned expression on her face is sitting on a bench in a park contemplating two questions 'What if it was my child?' and 'Should I report this?' A dark green banner answers underneath 'Don't turn away. Report child sexual abuse.' Along the base is a search symbol with the text 'protect children' and the Queensland Government logo.</p>
	<p>A man with a concerned expression on his face is standing on sporting courts contemplating two questions 'How can I help?' and 'Should I report this?' A dark green banner answers underneath 'Don't turn away. Report child sexual abuse.' Along the base is the URL <a href="https://qld.gov.au/protectchildren">qld.gov.au/protectchildren</a> and the Queensland Government logo.</p>

	<p>A woman with a concerned expression on her face is sitting in a backyard contemplating two questions 'Is that sexual abuse?' and 'Should I report this?'. A dark green banner answers underneath 'Don't turn away. Report child sexual abuse.' Along the base is a search symbol with the text 'protect children' and the Queensland Government logo.</p>
	<p>A man with a concerned expression on his face is sitting in a park contemplating a statement 'I don't want any trouble' and a question 'Should I report this?'. A dark green banner answers underneath 'Don't turn away. Report child sexual abuse.' Along the base is the URL <a href="https://qld.gov.au/protectchildren">qld.gov.au/protectchildren</a> and the Queensland Government logo.</p>