



3rd October 2006

Jackie Morris
Secretary
Legal and Constitutional Affairs Committee
Department of the Senate
Parliament House
Canberra, ACT 2600

Dear Jackie,

Re: Supplementary Information to the Inquiry into the Crimes Legislation Amendment (Child Sex Tourism Offences and Related Measures) Bill 2007

Further to my previous submission to the Inquiry into the Crimes Legislation Amendment (Child Sex Tourism Offences and Related Measures) Bill 2007 I would appreciate if you would forward the following supplementary information to the Legal and Constitutional Affairs Committee. This additional information will provide the committee with the findings of two independent research studies conducted in Cambodia and Vietnam regarding the effectiveness of anti-child sex tourism awareness campaigns. These research papers highlight the importance and effectiveness of awareness campaigns to support and compliment the enforcement of child sex tourism laws. Most importantly this research indicates that education about child sex tourism and how to report offences would lead to more cases being referred to the Australian Federal Police and local authorities if tourists observe suspicious behaviours of other tourists.

MARKET RESEARCH FINDINGS

Committed to ensuring a responsive, evidence-based campaign, ASEAN has welcomed opportunities for feedback and review of the Child Wise Regional Education Campaign. Two key studies have recently been undertaken which offer positive feedback and some very interesting results in terms of the campaign.

First, ECPAT Cambodia commissioned a research study into counter child-sex tourism campaigns currently running in Cambodia.

Second, Child Wise commissioned market research company TNS to undertake a follow-up study to an earlier benchmarking exercise in Nha Trang, Vietnam.

Whilst copies of these documents are available in full from Child Wise upon request, a brief summary of key findings are outlined below:



ECPAT Cambodia

Public Awareness Survey on the Campaign of Child Sex Tourism in Cambodia

- Study undertaken and published in 2007
- Sample Size = 600 domestic & international tourists
- 5 locations across Cambodia
- Comparison of all child-sex tourism-related public awareness campaigns currently operating in Cambodia.

Campaign Design and Presentation

- The Child Wise ASEAN Regional Education Campaign materials rated most popular in terms of design and presentation.
- Feedback on the design and presentation highlighted the fact that the materials were simple, easy to understand and that the colours were appealing.

Content of Message

- The Child Wise ASEAN Regional Education Campaign materials rated most popular in terms of content of message.
- The message was applauded for being short, meaningful and easy to understand.



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TNS Benchmarking Research

In January 2006, TNS undertook a benchmarking study in Nha Trang, Vietnam, to assess public awareness and attitudes to child-sex tourism prior to the launch of the ASEAN regional education campaign.

A sample of 100 international tourists was surveyed.

The findings of the survey revealed the following:

- 86% of the respondents believed child-sex tourism was a problem in Vietnam
- 21% of the respondents had actually observed suspicious behaviour, but

- 1% acted upon their suspicions (this respondent made a report to a local non-government organisation).



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TNS Follow-up Market Research

The Child Wise ASEAN Regional Education Campaign was officially launched in Nha Trang in June 2006. Twelve months after the campaign launch, TNS returned to Nha Trang in July 2007 to measure awareness of the campaign and assess the impact of the campaign.

The findings of the follow-up survey involving a sample size of 81 international tourists revealed the following:

- 72% of the respondents believed child-sex tourism was a problem in Vietnam
- 0% of the respondents had actually observed suspicious behaviour,
- 98% of the respondents said they would act upon their suspicions (contact police, call the hotline number, inform hotel or resort staff).

Without prompting, more than one quarter of respondents were aware of the campaign materials. With prompting, this rose to nearly two thirds of respondents. The key message of the campaign was seen to be a call to action – *‘if you see something suspicious call someone’*. The overriding takeout of the campaign was that the Vietnamese Government is serious about child-sex offenders and action will be taken against offenders. This was seen as very positive and proactive on behalf of the Government.

If respondents were to become aware of an issue most indicated that they would either contact the police (79%) or the local hotline number (63%). While 21% of respondents reported seeing suspicious behaviour in Nha Trang prior to the release of the campaign, no one reported see child sex abuse from all respondents surveyed following the campaign roll-out in Nha Trang. It is unclear as to whether this indicated a drop in incidents as a result of the presence of campaign material.

Thank you again for the opportunity to provide input into this important inquiry. While Child Wise believes that the Australian Federal Police (AFP) are doing an excellent job in protecting children from sexual abuse overseas from travelling sex offenders, we believe that much more can be achieved if the Australian Government supports an accompanying Australian education campaign to encourage Australians to speak up about travelling sex offenders before they leave the country. This education campaign would focus on preventing child sex tourism and assist the Australian Federal Police with the enactment of the new legal provisions of “grooming”, “child pornography” and “preparatory offences”.

Often people in Australia know that someone is planning an overseas child sex offence, therefore Australians need to be informed about the law, the new provisions and how to report concerns to the AFP. The above research confirms that if people know of the crime of child sex tourism and know how to respond they will report cases to the AFP.

Yours sincerely

Bernadette McMenamin AO
CEO
Child Wise

