

# Join a business community focused on protecting childhood and driving systemic change in child safeguarding

The need for a child safe culture within Australian businesses is a community priority. Children need communities that are strong and safe so that they can grow and thrive.

On Us: Australian Business Coalition for Safeguarding Children  
It's on us, not them.



**Australian  
Childhood  
Foundation**



**Australian  
Business Coalition  
for Safeguarding  
Children**



On Us Coalition is an initiative working towards securing business' commitment to safeguarding children and young people, delivered by sector leader, Australian Childhood Foundation.

We are paving the way to a deeper understanding of best practice in building a strong and lasting safeguarding culture in businesses, equipping them with the means to ensure all children and young people are safe.

Businesses play a crucial role in addressing child abuse. The collaborative efforts of both the community and businesses are essential in collectively tackling this societal issue.

On Us brings together key decision makers and influencers from organisations that may not directly work with children and young people, but may impact upon their rights and safety through their products, services, and operations.

We believe it's On Us as businesses to educate ourselves, raise awareness of risks, and take action to safeguard children from harm.



A survey of **500 businesses in Australia**

found that there is a major knowledge gap among business decision makers and leaders, with

**65% of businesses**

believing that child exploitation could not occur within their industry.



# Why is incorporating a child safeguarding focus into your business practices crucial to success?

- **Ethical responsibility:** businesses have a moral obligation to protect the rights and wellbeing of children and young people
- **Risk mitigation:** neglecting child safeguarding can lead to significant legal, reputational, and operational risks. Businesses that fail to address these issues may face litigation, regulatory fines, or public backlash, damaging their brand and financial performance
- **Brand reputation:** demonstrating a commitment to child safeguarding and children's rights can enhance a business's reputation. Consumers and investors increasingly prefer socially responsible businesses
- **Sustainable development:** focusing on children's rights contributes to a more sustainable and equitable world, a driving force for long-term business success
- **Legal compliance:** incorporating child safeguarding measures ensures compliance with laws and regulations aimed at protecting children and young people, such as child labour laws, human trafficking, age-appropriate marketing, and data protection regulation
- **Workforce productivity and morale:** businesses that value child safeguarding are likely to foster a culture of care and responsibility, leading to improved morale and wellbeing

**Less than half of business leaders have policies in place that protect children when engaging with their services, products, or activities.**



# Join the On Us Coalition to ensure your business becomes a driving force for child safeguarding.

## By joining On Us, you'll unlock a multitude of benefits:

- Gain an understanding of child safeguarding risks specific to your business and sector
- Promote awareness of child safeguarding across all aspects of your business, from stakeholders to the public
- Gain exclusive access to learnings, knowledge, skills, resources, and research from leading child safeguarding experts, policy makers, and regulators
- Develop best practice and innovative methods to mitigate child safety risks
- Be supported by like-minded businesses on the same journey to build a child safe culture
- Gain public recognition as a pioneer and champion of this important issue
- Collaborate on cross-sector work and projects that drive community-wide and sector-wide impact



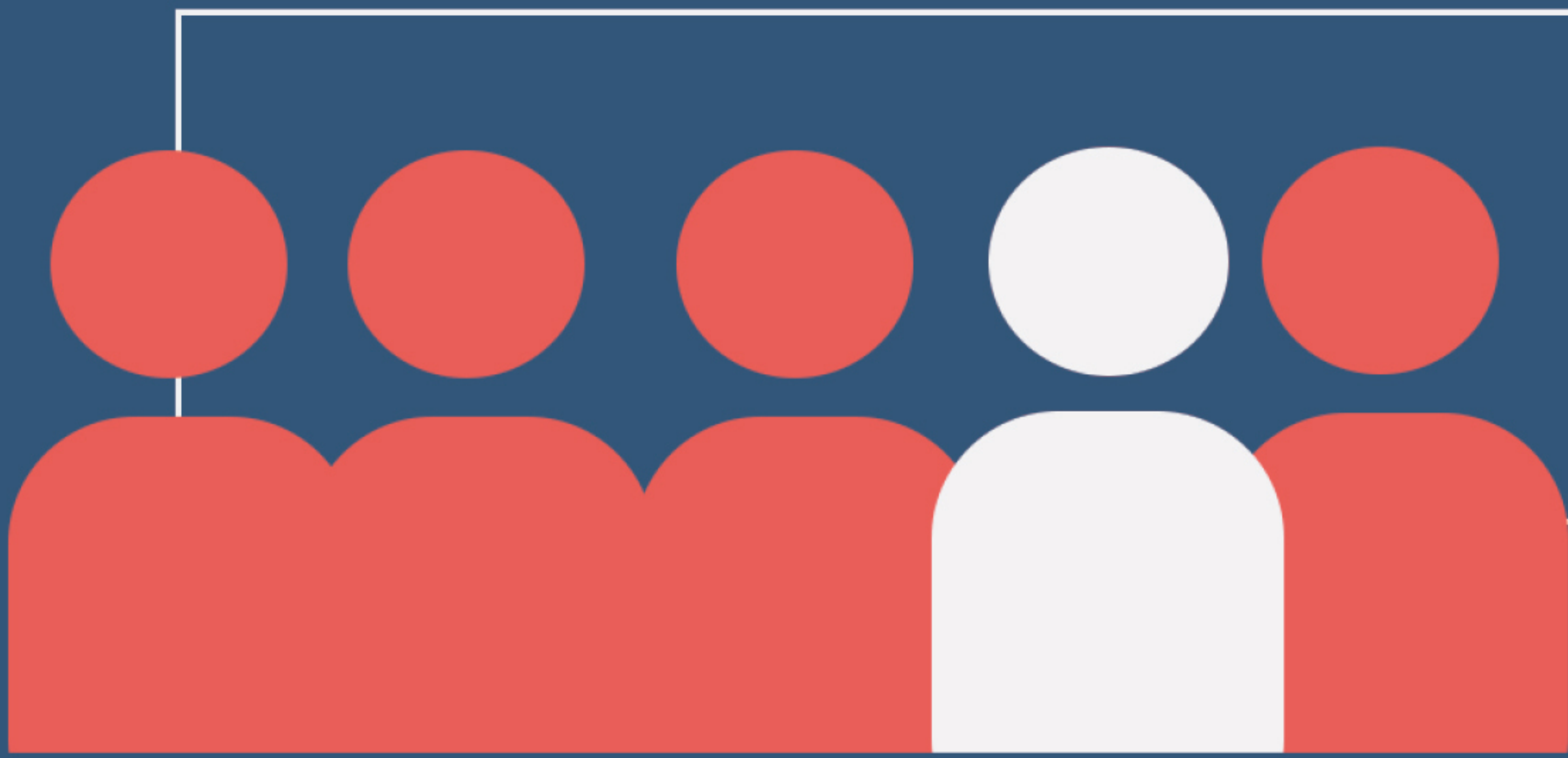


# 54% of Australians

have experienced some form of child maltreatment (abuse) (ACMS, 2023) – this means your current and future workforce may disclose to you as an employer, would you have the skills and confidence to respond to these disclosures?







1 in 5 people are not confident they could recognise if a child was being abused or neglected.



of adult mental health issues are linked to childhood maltreatment (abuse) (University of Sydney 2024) potentially impacting your employees and their productivity – you can help stop this!





# What is the vision and priorities of On Us Coalition?

On Us Coalition has a bold vision: to ensure children and young people are safe wherever they are. Collectively, as businesses, we achieve this by enacting our three priorities:

# 1

**Educating businesses:** On Us Coalition provides businesses capacity and capability building by providing your business with the tools, templates, training, and resources to understand child safeguarding issues specific to your business.

# 2

**Empowering businesses:** On Us Coalition gives businesses the confidence and skills to ensure their business supply chains, operations, practices, and workforce promote the safety of children. Business employees will also have access to parenting resources, adding to your employee value proposition.

# 3

**Take cross-sector action:** The On Us Coalition brings together businesses from a range of sectors to share child safeguarding learning that is relevant to business, as well as engaging businesses in innovative campaigns that show how your business is part of a collective group advocating for children, young people, and their safety.

## Don't miss the opportunity to make a real difference!





# About Australian Childhood Foundation:

On Us forms one part of an integrated approach by industry leading child safeguarding support, advocacy, prevention, and education non-profit, Australian Childhood Foundation.

With close to 40 years of experience in the sector, we provide counselling to children and carers, teach adults to better support children and stand up for their rights to safety.

We have the knowledge, expertise and tools to empower businesses to implement innovative solutions for safeguarding children and young people.

*The founding members of On Us are Westpac, InterContinental Hotel Group, The GPT Group, TBWA, The Y Australia, and TikTok.*



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**Visit [onus.org.au](https://onus.org.au) for more information, or email [info@onus.org.au](mailto:info@onus.org.au) to discuss becoming a member.**