

## PUBLIC RELATIONS CAMPAIGN REPORT

**CLIENT:** Little Athletics/ Bravehearts Supporting Hands Workshops

**PERIOD:** June – August 2014

### Campaign Overview

Ruby Public Relations was engaged by Little Athletics Australia and Bravehearts to coordinate the media and publicity campaign surrounding the launch of a joint initiative educational program, Supporting Hands Workshops, which were rolled out across Australia as part of Little Athletics' State Association Conference programs for 2014.

The objectives of the PR campaign were threefold – To promote the joint initiative between Bravehearts and Little Athletics that was set to benefit close to 96,000 children around the country, promote Little Athletics Australia as an organisation that is being proactive in the protecting of its participants, as well as profiling local Little Athletics centres and members who had taken part in the initiative to their local community.

The Supporting Hands Workshops were held at five state conferences between June and August – Queensland, ACT, Tasmania, NSW and South Australia. The PR strategy was broken down into two stages, the first stage being publicity surrounding the workshop taking place in each respective state/town, followed by stage two, a follow up to the workshop event that was held in each state, which was regionalised and distributed to each local news outlet of all delegates that attended.

Targeted media for stage one included major metropolitan, regional and local media (TV, print, radio and online), while stage two focused on regional and local media (predominantly print and radio).

Ruby Public Relations completed the following media activities throughout the campaign:

- **Preparation and distribution of official press release** – With quotes from LAA CEO Martin Stillman and Hetty Johnston. This formed the official press release that would be regionalised and distributed to all states throughout the duration of the campaign.
- **Media Call** – A media call was held on the Gold Coast with Bravehearts CEO Hetty Johnston, Little Athletics Queensland CEO Simon Cook and local athletes from the Ashmore Little Athletics Centre, to mark the launch of the first of the state workshops, which kicked off on the Gold Coast at the Mercure Hotel.
- **Preparation and distribution of a post-event press release** – Included interviews from each respective state representative and was distributed to the local media outlets in each attendee's home town.
- **Interview and on-site photo shoot** - Set up with Wynnum Little Athletics Centre Tony Roche

The resulting media coverage included a mixture of regional and metropolitan media coverage, predominantly in print and radio.

Coverage focused primarily around the topic of Bravehearts teaming up with Little Athletics Australia to help make local children safer through the joint initiative, which educated staff and volunteers about the myths and the facts and figures that surround child sexual assault, while teaching them how to deal with disclosures or reporting concerns.

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### Breakdown of Media Coverage

- > There were 25 media stories that appeared across the campaign
- > 13 print pieces, 10 radio pieces, 1 television and 1 online piece appeared

### Media Outlets

- > TV coverage achieved was on Channel 9 Gold Coast off the back of the launch media call
- > Print coverage was generated in:
  - QLD: Gold Coast Bulletin, Gatton Lockyer Brisbane Valley Star, Toowoomba Life, Caboolture News, Albert and Logan News and the Wynnum Herald
  - NSW: Goulburn Post, Daily Liberal
  - TAS: Kingborough Chronicle, Burnie Advocate, Huon News
  - ACT: Northside Chronicle
  - SA: Barossa & Light Herald
- > Online media coverage appeared on local Gold Coast news and lifestyle website MyGC.com.au
- > Radio coverage came from Juice 107.3FM Gold Coast, ABC Gold Coast and 102.9 Hot Tomato, 2LT Radio Lithgow NSW, Rhema FM and 2PK Radio NSW, ABC South Australia, ABC Northern Tasmania and City Park Radio, Launceston TAS.

### Coverage Reach

- > The campaign media coverage reached a total of **334,510** people from various target markets

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### Key successes

This campaign generated a lot of media interest and resulted in some widespread, quality coverage across various media outlets. See below some prime examples of our success throughout the campaign.

## Athletes help change image

**R**EPRESENTATIVES from Goulburn Mulwaree Little Athletics Centre joined representatives from a number of NSW and ACT Little Athletics Centres at the launch of a joint initiative between child protection advocate Bravehearts and Little Athletics Australia (LAA) in Canberra at the weekend.

The ACT's first LAA Supporting Hands workshop was held at the Woden Southern Cross Club on Sunday, with the program set to travel to each of the country's Little Athletics state conferences, keeping more than 96,000 Aussie kids safe.

Supporting Hands aims to address the myths that surround child sexual assault and misperceptions that are commonly held in relation to offenders. The workshop also looks at child sexual assault facts and figures and teaches those who work with children how to deal with disclosures or reporting concerns.

Bravehearts criminologists, psychologists and education teams have worked alongside the Queensland Police Child Protection Unit to develop the program, which takes a proactive approach to educating and motivating all adults who work with children.



Mulwaree Little Athletic students in Canberra on the weekend.

Left – Goulburn Post 20.06.14

**LUCY KENBACHER**  
 DECEMBER 18, 2014  
 CLEARING hurdles are the only worries Little Athletics will have when volunteers of the Bravehearts and Little Athletics Queensland Supporting Hands program begin training today.  
 The program will see Little Athletics volunteers from across the state undertake workshops to educate and motivate all adults who work with children on their safety.  
 Bravehearts founder and chief executive Hetty Johnston said the partnership with Little Athletics encouraged community involvement in child safety.  
 "When they say it takes a community to raise a child and it's everybody's responsibility they are absolutely true," she said. "It is everybody's responsibility."  
 The program aims to address the myths surrounding child sexual assault and commonly held misperceptions in relation to offenders along with procedures and "upskilling" of all people involved with children.  
 Little Athletics Queensland CEO Simon Cook said the program allowed athletes to focus on their sport.  
 "They (children) just want to think that it (the area) is safe while they are doing it (sport) and if they are being looked after and are in a supportive environment then they can go ahead and enjoy their sport and do their best in their sport," he said.  
 "At the end of this weekend we will have 150 trained (volunteers) in our sports."  
 Ms Johnston said the children realised the importance of the program.  
 "They got it immediately because it's about their friends and the older ones will be the eyes and ears to help protect the little ones."

Above - Gold Coast Bulletin 14.06.14

Below – Caboolture News 25.06.14

## All about protecting local children

**A** representative from Kingborough Little Athletics Club joined Tasmanian Little Athletics Board members at the launch of a joint initiative between child protection advocate Bravehearts and Little Athletics Australia (LAA) recently.

Tasmania's first LAA Supporting Hands workshop was held at the West Point Casino in Hobart recently, with the program set to travel to each of the country's Little Athletics state conferences, keeping more than 96,000 Aussie kids safe.

Supporting Hands aims to address the myths that surround child sexual assault and misperceptions that are commonly held in relation to offenders.

The workshop also looks at child sexual assault facts and figures and teaches those who work with children how to deal with disclosures or reporting concerns.

Bravehearts criminologists, psychologists and education teams have worked alongside the Queensland Police Child Protection Unit to develop the program, which takes a proactive approach to educating and motivating all adults who work with children.

President of Tasmania Little Athletics, Rhonda O'Sign said more than 40 volunteers from around the state attended the workshop, with thousands more to benefit as each representative heads home to their Little Athletics Centres and the child protection trainings are filtered down to coaches, volunteers and the wider community.

"At Little Athletics, child safety is paramount," said Ms O'Sign.

"The specialist training Bravehearts has provided our team will enable them to be better equipped to mentor and protect our kids as the training gets filtered down to our state's Centres."

Bravehearts Founder and CEO Hetty Johnston said the Supporting Hands program was the culmination of 16 years of evidence-based research working directly with survivors of child sexual assault and learning from their experiences.

"We are delighted to partner with Little Athletics Australia – an organisation taking child protection seriously by empowering its staff and volunteers with vital training around child sexual assault," she said.

"Every organisation that works with children has a duty of care and responsibility to protect them. Supporting Hands provides general information on child sexual assault, addresses risk factors and how to avoid them, what predatory behaviour looks like, how to respond to disclosures, how to identify indicators of harm in children and much more.

"By increasing the general awareness of this crime and its prevalence in the Australian community, this program enables organisations such as Little Athletics to play a crucial role in helping to protect the most vulnerable members of our community whilst allowing the unhelpful fear factor associated with this sensitive issue."

LAA provides modified athletics activities for children aged between five and 15 years with an emphasis on "Family, Fun and Fitness".

LAA Chief Executive Officer Martin Stillman said child protection was something everyone should be mindful of, and as a sporting organisation working with children, a child protection education process was vital.

"Little Athletics had more than 96,000 children participating in our activities in the past 12 months Australia-wide and we have a responsibility to ensure their personal safety," he said.

"If Bravehearts' Supporting Hands program can help Little Athletics volunteers protect one child from this horrific crime, it has been a very worthwhile exercise, helping to protect 96,000 kids so amazing."

The Supporting Hands workshops will form part of each Little Athletics' State Association Conference program for 2014, with State Conferences and workshops taking place across the country in June, July and August. Little Athletics staff and directors, volunteers, parents, coaches and officials will all participate.

Supporting Hands aims to address the myths that surround child sexual assault and misperceptions that are commonly held in relation to offenders. Modules include summarised topics on Child Sexual Assault, Facts and Stats, Effects and Trauma of Child Sexual Assault, Offenders and those who Commit Harm, Dealing with Disclosures and Reporting Concerns.

Left – Kingborough Chronicle 01.07.14

## Safer world for kids

**BRAVEHEARTS** and Little Athletics Australia have joined forces to protect local children by developing a workshop called Supporting Hands.

Supporting Hands aims to address the myths that surround child sexual assault and misperceptions that are commonly held in relation to offenders.

The workshop also looks at child sexual assault facts and figures and teaches those who work with children how to deal with disclosures or reporting concerns.

Bravehearts, criminologists, psychologists and education teams have worked alongside the Queensland Police Child Protection Unit to develop the program,

which takes a proactive approach to educating and motivating all adults who work with children.

Little Athletics Queensland CEO Simon Cook said more than 150 staff and volunteers from around the state attended the workshop, with thousands more to benefit as each representative heads home to their Little Athletics Centre and the child protection trainings



**DUTY OF CARE:** Little Athletics Australia and Bravehearts have teamed up to develop a program designed to protect children from any kind of abuse. PHOTO: CONTRIBUTED

are filtered down to coaches, volunteers and the wider community.

"At Little Athletics, child safety is paramount," said Mr Cook.

"We're very excited to be working with Bravehearts and we know the training will be of great benefit to our staff and athletes."

Bravehearts Founder and CEO Hetty Johnston said the Supporting Hands program was the

culmination of 16 years of evidence-based research working directly with survivors of child sexual assault and learning from their experiences.

"We are delighted to partner with Little Athletics Australia – an organisation taking child protection seriously by empowering its staff and volunteers with vital training around child sexual assault," she said.

"Every organisation that

works with children has a duty of care and responsibility to protect them.

"Supporting Hands provides general information on child sexual assault, addresses risk factors and how to avoid them, what predatory behaviour looks like, how to respond to disclosures, how to identify indicators of harm in children and much more."

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**Camp**

### Campaign Activity Summary

- Drafted launch of joint initiative press release to all state media, seek approvals from LAA and Bravehearts
- Distributed launch press release to all state's metropolitan and regional media outlets
- Drafted regionalised press releases for each state and seek approvals through LAA, Bravehearts and individual state associations
- Distribute regionalised press release to all attendee's home town media outlets
- Drafted media call for Gold Coast launch
- Distributed media call and followed up with all local media to attend launch
- Hosted media call at Ashmore Little Athletics Centre, Gold Coast
- Coordinate photo opportunities for media
- Pitch radio interviews with state spokespersons/ Bravehearts spokespersons in each state
- Responded to press office enquiries and coordinate media interviews with state spokespeople/ Bravehearts spokespeople where appropriate
- Monitor and collate media coverage, reporting back to LAA/ Bravehearts as coverage appeared

### Limitations/ Recommendations

While Ruby Public Relations was happy with the results achieved for this campaign, it is important to note there were some challenges throughout the campaign's duration, which meant some of the media activity in the approved PR strategy was not able to be executed and may have affected coverage results. These included:

- Restrictions on availability of Little Athletics state representative/ spokespersons for media calls to be held week before workshops
- Limited media access to workshop events and availability of spokespersons to speak to media. E.g.: NBN Newcastle was secured to cover the Cessnock NSW workshop, however the opportunity was lost as there was only a 15-30 minute window that the TV crew were able to interview spokespeople and gain footage, and they could not guarantee they could meet this time slot.
- Difficulty getting in contact with nominated Little Athletics spokespersons from each state for timely media interview opportunities
- Children not available for some of the proposed media calls/ photo opportunities which led to losing media interest
- Slow turn around on some media release approvals through state associations – Tasmania & NSW
- Lack of Bravehearts spokespeople on the ground in each state
- The strategy originally proposed and approved for post-event releases to include the names of those who attended each workshop, for distribution to local media outlets was cancelled, significantly reducing the local newsworthiness of the stories for each region
- Limited media outlets (TV and press) in some of the more regional locations of the workshops, meaning local coverage was in some cases unattainable, while metropolitan media wasn't possible either due to remote locations