

# Victim-survivor consultations on Tell Someone Campaign materials

## Information sheet

### Consultation purpose

The purpose of the consultation is to translate victim-survivors' lived experience and insights into developing campaign materials aimed at responses to disclosures of child sexual abuse by children and young people that are trauma-informed and victim-centric. As part of the campaign development, a consultation is being held with adult (over 18 years of age) victim-survivors of child sexual abuse in Tasmania.

### Background

The Tasmanian Department of Premier and Cabinet (DPAC) has engaged Showpony ([www.showpony.com.au](http://www.showpony.com.au)) to create a public advertising campaign to raise awareness of child sexual abuse. The campaign will provide clear information on how to recognise signs of abuse and report concerns, helping to protect children and young people. It aims to foster a community where people feel confident and supported to speak up if they witness or suspect abuse. A key focus is improving how adults, children and young people, and the wider community speak up and respond to disclosures of child sexual abuse. The Australian Government has developed a National Strategy to Prevent and Respond to Child Sexual Abuse<sup>1</sup>, taking a public health approach to the issue. As part of this effort, the government has commissioned a significant amount of research, including the world's largest child sexual abuse perpetration prevalence study, released in November 2023, and the 'Australian child sexual abuse attitudes, knowledge and response study: Tasmania report'<sup>2</sup> released in October 2024.

At a State level, the Tasmanian Government is developing *Change for Children*, a 10 year strategy to be released in March 2025. It will deliver on all

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<sup>1</sup> <https://www.childsafety.gov.au/resources/national-strategy-prevent-and-respond-child-sexual-abuse-2021-2030>

<sup>2</sup>

[https://assets.keepingchildrensafe.tas.gov.au/media/documents/Australian\\_child\\_sexual\\_abuse\\_attitudes\\_knowledge\\_and\\_response\\_study\\_Tasmania.pdf](https://assets.keepingchildrensafe.tas.gov.au/media/documents/Australian_child_sexual_abuse_attitudes_knowledge_and_response_study_Tasmania.pdf)

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recommendations of the Commission of Inquiry into the Tasmanian Government's Responses to Child Sexual Abuse in Institutional Settings. The proposed vision for this strategic plan is that 'Tasmanian children and young people are protected and safe from sexual abuse and victim-survivors are supported and empowered. They are all enabled to thrive, and their wellbeing is protected in all places they live, learn, play and work.'

But, acknowledging that the majority of child sexual abuse happens in homes, not institutions, *Change for Children* reiterates that to achieve real change in the community, we need to address the beliefs and attitudes about children and their rights, and those of all adults who interact with children.

As part of these efforts, Showpony has been commissioned to develop a campaign strategy spanning the next three to five years, which will help inform and motivate behaviour-change in the community.

Informed by research findings and stakeholder consultations, this project will establish possible audiences, messages and phases of a public-facing campaign that will empower children and young people to identify and avoid abusive behaviour, help adults support children and young people when they need it, and reduce the opportunities for perpetrators to offend.

DPAC have engaged a victim-survivor expert consultant, Tess Moodie Consultancy<sup>3</sup> to coordinate and facilitate a trauma-informed focus group with victim-survivors.

Alongside this focus group, broader consultation with the Tasmanian community will be conducted by a research company. Approximately 400 Tasmanians including children and young people (12-25yrs) will be included in the broader research. Both the input from this focus group and the broader research will inform the development of the campaign.

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<sup>3</sup> [www.tmoodieconsultancy.com.au](http://www.tmoodieconsultancy.com.au)

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### What will I be asked to do?

- Attend two online focus groups (maximum of 8 participants) as follows:

<b>Focus group session 1</b> <b>2<sup>nd</sup> April, 2025</b> <b>10 am – 11:30 am</b>	Showpony to deliver a presentation/brief to the group outlining the campaign background, insights and strategy, creative concepts and intended roll out to enable victim-survivors to be informed about the work and ask questions about the strategy and creative concepts. Victim-survivors will be able to provide their initial feedback at this session. Victim-survivors will then be able to provide deeper feedback at the second session after further development.	1.5 hours (including 0.5 hours for debriefing)
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<b>Focus group session 2</b> <b>9<sup>th</sup> April, 2025</b> <b>10 am – 12:30 pm</b>	Showpony will provide a short recap on the campaign strategy and creative concepts. Victim-survivors will then be able to provide deeper insights and feedback having had time to reflect since the first session.	2.5 hours (including 0.5 hours for debriefing)
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- Consultations will be held online using Zoom. Consultations will be recorded in Zoom but only the audio and transcript will be retained. Only the project team will have access to the audio and transcript, for the purposes of resource development and report writing. No individual will be identified.
- Consultations will be coordinated and facilitated by a victim-survivor expert consultant with almost a decade of experience in working with victim-survivors to inform policy, practice and legislative reform, Tess Moodie Consultancy ([www.tmoodieconsultancy.com](http://www.tmoodieconsultancy.com)). Tess is also a co-founding director of the Independent Collective of Survivors (ICOS – [www.icos.org.au](http://www.icos.org.au)).
- A therapeutic practitioner/counsellor (not from Tasmania) experienced in supporting victim-survivors of child sexual abuse, Liana Busoli, will be provided at both sessions for support.
- You will be offered a 30 minute post-consultation check in from Tess Moodie in the week following each focus group session.

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- You will **not** need to share any of your personal experiences of child sexual abuse/sexual violence to participate, but we will be drawing on your knowledge from your own experience to help create the resource.
- During the focus group sessions, there will be a series of questions and activities. We will ask you questions about what you think and feel about the campaign strategy and draft resources.
- You will be provided with an update on the final version of the campaign for your information only via email before the campaign goes public. This will enable you to preview the final product and see how your input has shaped the campaign. You will be advised of the exact publishing date before it goes public so you can know when to expect it to be live. Your input **won't** be required on the final product because it will be the final version that goes live and no further changes will be made.

### What are the possible benefits to me?

- This consultation will provide an opportunity to provide input into a campaign that is aimed at raising awareness in your community and improving responses to disclosures.
- This consultation will give you the opportunity to collaborate with other victim-survivors to bring change. This is **not** a support group but a meeting with a purpose to ensure the campaign meets the needs of victim-survivors and the broader community.
- Your lived experience is valuable in ensuring the campaign is relevant, trauma-informed and responds to the needs of victim-survivors and to keep children and young people safe in our community.

### What are the possible risks to me?

- Due to the nature of the content, it's possible you may find some of the discussions uncomfortable or upsetting. If anything does make

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you feel upset, you can stop taking part at any time. A list of supports will be provided to you.

- You won't have to answer any questions that you don't want to. It will be your choice how much you share. You can step out of the session at any time you wish.
- You will not be identified in any of the consultation report, public materials or the campaign materials. Victim-survivors may be acknowledged for their contribution when the campaign goes public but your name will not be used and you won't be identified in any way.
- Given that Tasmania is a small place it is possible that you may know others in the consultations, but there will strict expectations placed on all participants about privacy and every participant will be required to sign a confidentiality agreement.

If you have anything you are worried about participating please talk to us about it.

### What support is available to me?

- Support will be provided by the facilitators and a qualified mental health practitioner during the focus group sessions.
- You can also contact:
  - Laurel House (North, North-East and North-West Tasmania) Providing a 24/7 support hotline, free counselling, training and education. Ph 1800 697 877 or [www.laurelhouse.org.au](http://www.laurelhouse.org.au)
  - SASS (Southern Tasmania) Providing a 24/7 support hotline, free counselling, training and education. Ph 1800 697 877 or [www.sass.org.au](http://www.sass.org.au)
  - 1800respect Ph 1800 737 732 or online at [www.1800respect.org.au](http://www.1800respect.org.au)
  - Blue Knot Counselling Ph 1300 657 380
  - 13 YARN Ph 13 92 76
  - QLife Ph 1800 184 527
  - Beyond Blue Ph 1300 224 636

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- o Lifeline Ph 13 11 14

### Principles of engagement

Engagement will be guided by the best practice principles for ethically and safely engaging with victim-survivors in consultation, including:

1. **Existing guidelines for engaging with lived expertise**, especially the [Family Violence Experts by Experience Framework](#) (DVVic 2022)
2. **Existing research and guidelines for trauma-informed research**
3. **Trauma-informed practice** to ensure that the risk of harm, traumatisation or re-traumatisation is minimised, including principles of
  - **Safety**: maintaining the safety of members at all times and respecting they are the experts on what they need to feel safe in the work.
  - **Choice**: always giving members choice and control over participation and engagement whilst understanding capacity may vary across time due to managing trauma and personal circumstances.
  - **Collaboration**: creating and maintaining a culture of working together with the aim of managing power imbalances.
  - **Trust/transparency**: mindfully and intentionally building trust with members including a commitment to transparency every step of the way.
  - **Empowerment**: providing the means and ways for members to self-actualise and develop in a way that is helpful, meaningful and important to them
4. **Person-centred practice** to ensure individual needs of each victim-survivor advocates is considered and they are supported to lead their own involvement and decisions in a holistic way.
5. **Strengths-based approach** that highlights even in contexts of adversity, victim-survivors demonstrate significant strength and resourcefulness.

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6. **Human rights based**, especially the [Convention on the Elimination of all Forms of Discrimination Against Women \(CEDAW\)](#).
7. **Intersectional lens**, ensuring the experiences of communities who experience multiple and compounding forms of oppression, discrimination and violence are considered and supported to contribute to the work.

### About the facilitator



#### Tess Moodie (they/them)

Tess is a co-founding Director of the Independent Collective of Survivors (ICOS) and is an experienced lived experience practitioner and consultant. Tess is a proud query, non-binary, Aboriginal person with lived experience of disability and family and sexual violence. They have over a decade of experience in working in embedding lived expertise of domestic, family and sexual violence in systems, services, policy, research and legislation and has a professional counselling qualification. They have also worked across the disability, LGBTIQ+ and health sectors in both voluntary and professional roles. Tess lives on Peerapper Country in far north west Lutruwita/Tasmania.

### Will my access requirements be accommodated?

Your access requirements will be accommodated where possible. Please talk to us about what you need to make the session more accessible to you.

### Do I have to take part?



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Your participation is your choice.

You will be able to skip questions or withdraw your participation at any time, including during the consultation.

If you withdraw any information previously provided or collected about you or your views it will not be used in the resource or the reporting.

### What will happen to information about me?

Information will be stored by the facilitators, Showpony and DPAC staff in a secure way. All the information will be deidentified which means that anything you say will not be able to be connected to you.

### How do I give my consent to participate?

You will be required to complete and sign a consent form and confidentiality agreement in writing.

### Will I be paid for my involvement?

You will be paid \$65 per hour for your contribution in the form of a gift voucher = Maximum total if attending all sessions is \$260.

### How can I give feedback or make a complaint?

Your feedback is important to us and will help us to continuously improve and strive to do our best to ensure respect, safety, and healing for victim-survivors.

If you want to give feedback or make a complaint about your participation, you can contact Pip Hankin, Communications Manager (Child Wellbeing), Strategic Communications and Media Unit, DPAC by email [Pip.Hankin@dpac.tas.gov.au](mailto:Pip.Hankin@dpac.tas.gov.au) or phone 0448 264 891.

### Where can I get further information?

If you would like more information before you decide to participate, please contact: Tess Moodie on 0438 045 986 or email [tmoodieconsultancy@gmail.com](mailto:tmoodieconsultancy@gmail.com) or go to <https://www.tmoodieconsultancy.com.au/getinvolved>

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### About the other people in the consultation



Pip Hankin, Manager, Communications (Child Wellbeing) – Department of Premier and Cabinet

Pip Hankin is a passionate advocate for meaningful communication and community engagement, bringing 20 years of experience in the State Government. She is deeply committed to using the power of storytelling and strategic communication to inspire positive change.

In her current role as Manager, Communications (Child Wellbeing) at the Department of Premier and Cabinet, Pip leads the development and implementation of the *Change for Children* communication plan. This includes driving the *Tell Someone* campaign, a vital whole-of-community initiative that raises awareness and promotes child wellbeing.

Previously, Pip spent 14 years at Libraries Tasmania in various leadership roles, where she championed lifelong learning and accessibility. She managed the 26TEN strategy, oversaw statewide communications and marketing, and led public libraries in urban and regional communities. Most recently, as Director of Audience Engagement at the Tasmanian Museum and Art Gallery (TMAG), she created opportunities for diverse audiences to connect with cultural and educational experiences.

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Madeline (Maddie) Worledge, Communications Consultant (Child Wellbeing) – Department of Premier and Cabinet

Maddie Worledge has come to the Department of Premier and Cabinet from the not-for-profit sector, where she has worked with a range of national mental health and education organisations. She has a strong desire to create meaningful, accessible and safe communication materials.

In her role as Communications Consultant (Child Wellbeing), she supports the Keeping Children Safe Reform group and other department child safety activities to communicate the work they're doing to make Tasmania a better place. In her private life, she volunteers for an animal charity and spends her time rewatching tv shows she's already seen, attempting to bake and hanging out with her cat and partner. Maddie lives in Nipaluna/Hobart.



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Claudia Steven, General Manager Hobart – Showpony

Claudia is the General Manager at Showpony Hobart, where she brings over 20 years of experience and a deep passion for creativity to her leadership role. Known for her strategic insight and calm composure, she is dedicated to delivering exceptional results for her clients, managing everything with a focus on creativity and effectiveness.

Before taking on her current role, Claudia's career began with L'Oréal's prestigious Brandstorm program, where her talent quickly became evident. She was soon recruited by L'Oréal's advertising agency, Publicis Mojo in Melbourne, where she became one of the youngest account directors, handling major clients like Nike and Cadbury.

Born and raised in Tasmania, Claudia later returned home to continue her career with local agency Red Jelly. There, she broadened her expertise across multiple sectors, including tourism, FMCG, utilities, finance, food and beverage and social marketing.



Abby Moulton, Associate Creative Director – Showpony

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Abby is a dynamic leader at Showpony, driven by a passion for nurturing innovative ideas and fostering collaboration. Her thoughtful and inclusive approach to every project makes her an inspiring force within the team. With a background in journalism and a natural talent for storytelling, Abby's keen eye for language adds depth and richness to the creative work we produce.

In addition to her expertise in copywriting and campaign ideation, Abby plays a key role in directing radio recordings and TVC shoots. She oversees creative projects for a diverse range of clients, including the Department of Premier and Cabinet, TAFE SA, SA Health, and the Department for Education Children and Young People, consistently bringing fresh and compelling visions to life.

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### About the support person for the session



#### Liana Busoli, Trauma Counsellor

Liana (M Couns, GradCert (Mediation), BA) is a specialist trauma counsellor who has a wealth of experience as a psychotherapist specialising in trauma and as speaker, trainer and consultant on topics like mental health and wellbeing, workplace psychological safety, burnout prevention and more. She has worked with organisations including professional associations, industry bodies, charities, government departments, prisons, universities, businesses and more