

## Child Protection Code of Conduct

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### Red Cross Child Protection Code of Conduct for Red Cross Calling



#### Standards of Behaviour: relevant to Red Cross Calling volunteers and Personnel engaged by Apple Marketing Group Pty Ltd

##### Introduction

The Red Cross Child Protection Code of Conduct applies to Red Cross Calling volunteers and Personnel engaged by Apple Marketing Group Pty Ltd when they undertake work for the benefit of Red Cross. Its purpose is to set out the standards of conduct and behaviour expected by Red Cross in order to protect children.

##### Defining words used in the Code

A number of words used in this Code are defined in the Red Cross Child Protection Policy. The most common ones are **highlighted** and their meaning is also listed below.

##### My obligations

I agree and understand that these obligations apply in situations where:

- I am publicly displaying connection to Red Cross e.g wearing a Red Cross tee-shirt;
- I'm in situations where I am recognised as a representative of Red Cross;
- I am participating in the Red Cross calling campaign;
- I am accessing Red Cross data; and when
- I am acting as a third party representative of Red Cross;

I will:

- treat **children** with respect regardless of race, colour, sex, language, religion, political or other opinion, national, ethnic or social origin, property, disability, birth or other status;
- not use language or behaviour towards children that is inappropriate, harassing, abusive, sexually provocative, demeaning or culturally inappropriate;
- not engage a **child** in any form of unlawful sexual activity or acts;
- ensure wherever possible, that another adult is present when working in the proximity of children;
- use any computers, mobile phones, video and digital cameras or social media appropriately, and never to exploit or harass children or to access child exploitation material through any medium ;
- not use physical punishment on children;
- immediately report concerns or allegations of **child abuse and exploitation** to my Supervisor and the local child safe government help line and comply with any relevant legislative mandatory reporting requirements; and
- immediately disclose to my Supervisor (for Apple Marketing Personnel) or the Red Cross Supporter Services Centre on 1800 811 700 (for Red Cross Calling volunteers), all charges, convictions and

outcomes of an offence, which occurred before or occurs during my association with Red Cross that relate to **child exploitation or abuse**.

### Prohibited activity

- Filming and photographing children
- Use of children's images

I further agree that, while working with Red Cross or engaged in Red Cross activities:

- I must not photograph or film a child, or use children's images; and

For this purpose, "photograph" and "film" includes use of any film, video or digital camera, mobile phone or other device which can make or record visual images.

### Acknowledgements

I understand that the onus is on me, as a person associated with Red Cross, to use common sense and avoid actions or behaviours that could be construed as child exploitation or child abuse.

I also understand that child abuse and exploitation is unlawful.

### Definitions

'child'	any person under the age of 18 years
'child abuse'	one or more of the following: <ul style="list-style-type: none"><li>• physical abuse</li><li>• sexual abuse</li><li>• emotional abuse</li><li>• neglect of a child.</li><li>•</li></ul>
'child abuse material'	material that depicts (expressly or implicitly) a child as a victim of torture, cruelty or physical abuse.
'child exploitation and abuse'	one or more of the following: <ul style="list-style-type: none"><li>• committing or coercing another person to commit an act or acts of abuse against a child</li><li>• possessing, controlling, producing, distributing, obtaining or transmitting <b>child exploitation material</b></li><li>• committing or coercing another person to commit an act or acts of <b>grooming</b> or <b>online grooming</b>.</li></ul>
'child exploitation material'	material, irrespective of its form, which is <b>child abuse material</b> or <b>child pornography material</b> .
'child pornography'	any representation, by whatever means, of a child engaged in real or simulated explicit sexual activities or any representation of the sexual parts of a child for primarily sexual purposes.

'child pornography material'	material that depicts a person, or is a representation of a person, who is, or appears to be, under 18 years of age and is engaged in, or appears to be engaged in, a sexual pose or sexual activity, or is in the presence of a person who is engaged in a sexual pose or activity, and does that in a way that a reasonable person would regard as being, in all the circumstances, offensive.
'grooming'	behaviour that makes it easier for an offender to procure a child for sexual activity, including <b>online grooming</b> .
'online grooming'	the act of sending an electronic message with indecent content to a recipient who the sender believes to be under 16 years of age, with the intention of procuring the recipient to engage in or submit to sexual activity with another person including but not necessarily the sender.

**Note:** words which are **highlighted** are defined in this document