

The Commonwealth Treasury

2023-24 Pre-Budget Submission

ABSTRACT

Proposal for a Safe Children, Safe Traveller Campaign

To be funded from the
ASEAN-Australia
Counter Trafficking
Initiative

CAMPAIGN

27 January 2023

The Hon Stephen Jones, MP

Assistant Treasurer and Minister for Financial Services

Parliament House,
Canberra, ACT, 2600

Destiny Rescue Limited (Australia) - Pre-budget Submission, 2023-24

Dear Assistant Treasurer,

Thank you for your invitation for businesses, such as Destiny Rescue Ltd, to provide their views regarding priorities for the Commonwealth Government's 2023-24 budget.

Destiny Rescue Ltd is an Australian-based international NGO with more than 20 years experience in countering child trafficking. In 2022, we celebrated our 11,000th rescue of an individual from human trafficking and child sexual exploitation.

Launched on the Sunshine Coast in 2001, Destiny Rescue focuses solely on the child sex trafficking aspect of modern slavery. We work with governments, law enforcement agencies and NGOs in 12 countries. And we are one of the few organisations internationally to conduct direct rescues via a network of trained rescue agents.

We are pleased to provide Destiny Rescue's Pre-Budget Submission for 2023-24. The submission outlines a comprehensive proposal for a *Safe Children, Safe Traveller* campaign directed at departing Australian tourists travelling to Thailand and other ASEAN countries. This campaign is to be funded by the ASEAN-Australia Counter Trafficking Initiative.

Yours sincerely,



A stylized, handwritten signature in black ink, appearing to read 'Paul Mergard'.

Paul Mergard

CEO Destiny Rescue Australia

CAMPAIGN

17 February 2023

Dear Minister,

Ambassador Support – Destiny Rescue’s Safe Children, Safe Traveller campaign

I have recently been appointed as Australian Ambassador for Destiny Rescue. I am delighted to provide my endorsement of their submission for a Safe Children, Safe Traveller campaign.

I have always been passionate about making a difference in the lives of children in the developing world, and am aware of the number of men and travellers from countries like Australia who travel for sex tourism.

Ever since winning X-Factor Australia in 2013, I have been mindful of using my voice and profile for something significant and worthwhile.

I am inspired by the courage of the girls who are being rescued from human trafficking. They have overcome so much trauma and yet they are so resilient.

Destiny Rescue’s submission to target Australian tourists travelling to Thailand and other ASEAN countries resonates with my passion for their cause.

I will be available to support the campaign, and I can be contacted via my Management Agency, Maven Agency, Ken Outch via ken@mavenagency.com.au or 0404 040 580.

Yours sincerely,

A handwritten signature in black ink, which appears to be 'Dami Im'.

Dami Im

Australian singer and songwriter

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Executive Summary

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Executive Summary

Background

The sexual exploitation of children by Australian tourists overseas is a significant issue of concern. Yet, many in the Australian media, corporate and government sectors lack awareness of the breadth of this issue, both in Australia and offshore.

“The tourism industry (in ASEAN) impacts children’s lives. Due to economic pull factors of the tourism sector, there is a correlation between child sexual exploitation and tourism ¹.”

Resurgent international tourism, post COVID-19, is increasing the number of vulnerable children being trafficked and exploited.

One fifth (20.5%) of global tourists to ASEAN countries who responded to a 2012 survey claimed they had seen children or youths (under the age of 18) working in the sex industry ². Tourists wanted to help children they believed were at risk, but many were confused about what action to take ³.

Australia has not funded a Child Safe Tourism campaign in ASEAN since 2012-2014

In three years, the AusAID-funded Child Safe Tourism (2012 - 2014) campaign reached over 15 million travellers in the South-East Asia region ⁴. Tourists responded favourably to child safe tourism communications and the message positively impacted tourist behaviour.⁵

The most recent Australian Government-funded study on child sex exploitation in the tourism industry, in ASEAN, was *The Child Safe Traveller*, (World Vision, 2013). This study recommended that tourists (including Australian tourists) be provided with:

1. More information about how children are vulnerable to child abuse and exploitation in tourism in ASEAN countries; and
2. Clear information on how to be a child safe traveller (amongst other recommendations).

The Thai Government has stated that expanding the Thai Child Safe Friendly Tourism Project to cover the entire country is one of six key measures to maintain Tier 2 status and hopefully achieve Tier 1 status in the future (under the US Trafficking in Persons (TIP) Report).⁶

¹ World Vision - <https://www.wvi.org/asiapacific/childsafetourism>

² Child Safe Tourism: The Tourist Perspective (World Vision, 2012), pg 2.

³ The Child Safe Traveller (World Vision, 2013), pg 2.

⁴ <http://childsafetourism.org/world-vision-hands-child-safe-tourism-baton-code/>

⁵ Ibid pg 2.

⁶ <https://thaiembdc.org/2022/07/27/thai-government-to-advance-six-measures-against-human-trafficking/>

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The Campaign

Proposed Safe Children, Safe Traveller Campaign

There has been a significant resumption of international air travel by departing Australians into the ASEAN region. Now is the time to follow through on the recommendations of earlier child safe traveller studies, and of the Thai Government, about the benefits of such campaigns for departing Australian tourists.

Recommendation 1

That **\$3.65M** be allocated from the ASEAN-ACT Initiative to fund a 'Safe Children, Safe Traveller' campaign directed at departing Australian tourists travelling to Thailand and other ASEAN countries.

Stakeholder Directory of the ASEAN-Australia Counter Trafficking Initiative (ASEAN-ACT Initiative)

The ASEAN-ACT partnership hub⁷ is a valuable internet-based resource which includes a detailed *Stakeholder Directory*. This Directory is a compilation of key stakeholders (government and non-government) involved in countering trafficking in persons in seven ASEAN states.

⁷ <https://www.aseanact.org/>

Destiny Rescue Limited (Australia) is a funding body for its parent, Destiny Rescue International, which has conducted child sexual abuse victim rescue operations in Thailand (since 2003), Cambodia (since 2003) and the Philippines (since 2014).

Destiny Rescue Limited (Australia) and Destiny Rescue International should both be added to the Stakeholder Directory for the ASEAN-ACT Initiative, for Thailand, Cambodia and the Philippines.

Recommendation 2

That *Destiny Rescue Limited (Australia) and Destiny Rescue International* should both be added to the Stakeholder Directory for the ASEAN-ACT Initiative, for Thailand, Cambodia and the Philippines.

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Destiny Rescue Background

Overview

Destiny Rescue is an international non-profit organisation whose mission is to rescue children from sexual exploitation and human trafficking and help them stay free. Founded in 2001, and in operation for over 20 years, Destiny Rescue has rescued more children year-on-year (since 2011). We recently celebrated our 11,000th rescue and are driven by our strategic goal to rescue 100,000 children by 2032.

Objectives

Our vision is to play a leading role in ending the sexual exploitation and trafficking of children in our lifetime.

Aims

We aim to continue to expand our work:

- Rescuing individuals enslaved around the world;
- Keeping others from entering the sex trade through border intervention and trafficking awareness counselling;
- Ensuring justice for those who have been wronged; and
- Raising awareness globally.

Who we are

With more than 200 staff worldwide, Destiny Rescue International currently works in 12 nations, including Cambodia, Thailand, the Philippines, Uganda, Nepal, Kenya, the Dominican Republic, and five undisclosed countries in Asia, Central and Latin America. In 2022, we added pilot programs in three countries (Zimbabwe, Kenya & 1 undisclosed country), where we have already rescued more than 200 children.

In each nation, we partner with a network of international border force, local law enforcement, government agencies, NGOs, and other like-minded organisations who add their on-the-ground expertise in local communities and culture.

Focusing solely on the child sex trafficking aspect of modern slavery, we are one of the few organisations internationally to conduct direct rescues via a network of trained rescue agents to support the fight against child sexual exploitation.

We collaborate with prominent NGOs and local law enforcement agencies on large scale raids.

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Destiny Rescue empowers rescued girls to develop agency and remain free through its Aftercare Programs and on-the-ground partners. Survivors are supported to become community leaders, journeying with the next generation of girls to ensure they are never again sold or kidnapped into child sex tourism.

See the Destiny Rescue *Australia Annual Report for 2021*, in *Appendix 1*.

Our structure

Because of the international scope of our work and worldwide partnerships, Destiny Rescue has a multinational organisational structure that gives us the ability to operate more effectively around the world.

Destiny Rescue International⁸ is the central operating arm, providing support and logistics for rescues, program management, new pilots, and learning and evaluation.

Destiny Rescue Limited (Australia)⁹, Destiny Rescue USA¹⁰ and Child Rescue New Zealand¹¹ each provide essential strategic support for different regions of

the world, and also assist with fundraising, strategic partnerships, and marketing and communications in their respective nations.

Destiny Rescue Limited Australia is made up of a team of 30 Australian-based staff. Destiny Rescue Limited is a registered charity in Australia.¹² The Australian Board is composed of five dedicated professionals with international leadership expertise in the NGO and corporate sectors, finance, business development and human resources.¹³ Destiny Rescue Limited is a member of the Australian Council for International Development (ACFID) and adheres to the ACFID Code of Conduct, which defines minimum standards of governance, management and accountability of development for non-government organisations (NGOs).

Destiny Rescue Limited acknowledges the Australian Government's *Guidelines for: Working with trafficked people* (Third Edition, 2015).¹⁴

For further information, see the Destiny Rescue Limited (Australia) *Annual Report for 2021*, in *Appendix 1*.

⁸ Destiny Rescue International, PO Box 25684 Fort Wayne, IN 46825 | Tax-Exempt since May 2015; EIN: 47-2864435; www.destinyrescue.org

⁹ Destiny Rescue Limited is a company limited by guarantee incorporated under the Corporations Act.

¹⁰ www.destinyrescue.org; Non-profit organization in Fort Wayne, Indiana. Address: 10339 Dawsons Creek Blvd suite c, Fort Wayne, IN 46825, United States.

¹¹ <https://www.childrescue.org.nz> Child Rescue Charitable Trust registration number: CC 50592; Child Rescue Charitable Aid Trust registration number: CC 50751

¹² Registered charity with the Australian Charities and Not-for-profits Commission (ACNC) – ABN: 16 394 284 169

¹³ Destiny Rescue Limited Annual Report, 2021, pg 28.

¹⁴ <https://www.homeaffairs.gov.au/criminal-justice/files/guidelines-ngos-working-with-trafficked-people.pdf>

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Our Human Trafficking Rescue Efforts**Victim rescue growth:**

Despite rescues falling during the pandemic, 2021 total rescues grew by 230.9% from 2020 to 2021 due to our pivots, with annual rescues growing 31.7% year-on-year over the last 10 years:

	2020	2021	2022
Rescued	721	2,386	3,144
Raids	79	92	131
Arrests	139	147	168

Number of survivors entering our reintegration programs (Residential Care and Community Care programs):

	2020	2021	2022
New beneficiaries	171	1,212	1,309
Total beneficiaries	353	1,317	2,411

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Destiny Rescue proposed *Safe Children, Safe Traveller* Campaign

The need

The most recent Australian Government-funded study on child sex exploitation in the tourism industry, in ASEAN, was The Child Safe Traveller, 2013 (see page 14). The study recommended that tourists (including Australian tourists) be provided with:

1. More information about how children are vulnerable to child abuse and exploitation in tourism; and
2. How to be a child safe traveller (amongst other recommendations)¹⁵.

The Thai Government has stated that expanding the Thai Child Safe Friendly Tourism Project to cover the entire country is one of six key measures to maintain Tier 2 status and hopefully achieve Tier 1 status in the future (under the US Trafficking in Persons (TIP) Report (see below))¹⁶.

Destiny Rescue considers that one option for implementing the four recommendations arising from the findings of the Child Safe Traveller report would be to fund a new Safe Children, Safe Traveller campaign.

The proposed campaign would also complement the Thai Government's Child Safe Friendly Tourism Project. There has been a significant resumption of international air travel by departing Australians into the ASEAN region, post COVID-19. Now is the time to follow through on the recommendations of the earlier Australian-funded child safe traveller studies, and of the Thai Government, about the benefits of such public campaigns for Australian tourists travelling to Thailand and other ASEAN countries.

Destiny Rescue's capability

Bringing over 20 years operational expertise in rescuing and reintegrating victims of child exploitation and human trafficking, Destiny Rescue is strongly positioned to manage the delivery of a successful Safe Children, Safe Traveller Campaign.

Educating and engaging an Australian Audience

We have over 20 years of experience designing and executing public awareness campaigns to the Australian public to counter trafficking:

- In 2022, Destiny Rescue's Stop Trafficking TV Campaign¹⁷ reached over 3 million Australian homes on the east coast;
- A 2022 digital campaign ran alongside, Stop Trafficking, resulting in over 13,000 Australians pledging to take a stand against the sexual abuse and trafficking of children across the globe;
- In 2021, our publication [Mythbusters](#) was released to contend with top misconceptions relating to child sex trafficking in Southeast Asia (available both electronic and hardcopy), and was distributed to 45,000 individuals;
- In 2021 alone, Destiny Rescue held over 6,000 meaningful conversations with supporters of our cause; with 5,477 people contributing \$4.3 million (helping to rescue 2,386 individuals);

¹⁵ The Child Safe Traveller (World Vision, 2013), pg 25.

¹⁶ <https://thaiembdc.org/2022/07/27/thai-government-to-advance-six-measures-against-human-trafficking/>

¹⁷ <https://vimeo.com/manage/videos/713950102/ade6361808>

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- In 2021 we shaped and ran an innovative social media campaign, seeing close to 370,000 people engaged with Destiny Rescue content relating to the issue of trafficking; and
- In June 2021, stories and videos describing the reality of trafficked victims were used in a campaign Stop Her Disappearing. The campaign reached 70,000 people; 3,000 gave a gift with funds equivalent to 780 children being rescued as a result of the Australian public support.

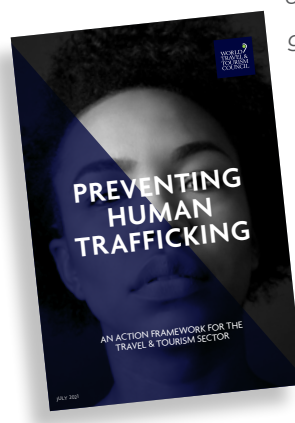
International partnerships

We have strong on-the-ground partnerships with local governments and like-minded NGOs across our countries of operations. For example, across our ASEAN Countries:

Thailand: Destiny Rescue has over 45 organisations (government, non-government and like-minded sectors) that we collaborate with;

Cambodia: Our work is registered and in partnership with government authorities. Maintaining a positive relationship is key to our success and continued work, in line with Cambodia's main anti-trafficking law (Law on Suppression of Human Trafficking and Sexual Exploitation); and

The Philippines: Our relationship with the anti-trafficking authorities in the Philippines is strong and includes Philippines National Police (PNP), Philippines National Bureau of Investigation (NBI), Department of Social Welfare & Development (DSWD) & the National Government Agency Department of Labor and Employment (DOLE).



Recognised Thought Leaders

One of Destiny Rescue's long-term objectives is to be recognised as a thought leader in the area of child sexual exploitation and child rescue.¹⁸

We are engaged in ASEAN around trafficking policy change:

In 2022, Destiny Rescue was the only NGO in Thailand invited by the Thai Government to collaborate on a specialist law change Working Group to develop and initiate laws that protect children from online grooming;

Destiny Rescue directly contributes to the United States Government's Trafficking in Persons (TIP) Report and the United Nations annual Trafficking in Persons Report.

In the Philippines, our staff have been invited to participate in anti-trafficking councils, committees and Senate hearings.

Collaboration with the tourism industry

The global tourism industry has developed an action framework for preventing human trafficking.¹⁹ The second pillar of the framework focuses on educating travellers:

"aiming to (educate) travellers ... on how to identify and report suspected cases of human trafficking and how to develop travel and tourism practices that contribute to protection of vulnerable groups".²⁰

Destiny Rescue proposes to fully collaborate with the outbound Australian tourism industry, and key corporate members of that industry on the development of the messaging for the Australian campaign.

¹⁸ Destiny Rescue Ltd Australia, Annual Report, 2021, Pg 21.

¹⁹ <https://wttc.org/Portals/0/Documents/Reports/2021/Human-Trafficking-Framework.pdf?ver=2021-07-27-113613-803>

²⁰ Ibid. pg 8.

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Key actions & budgetary requirements

Snapshot budget year one and two.



A comprehensive survey and interview process will be undertaken to measure and report on campaign effectiveness.

See Appendix 3: Proposed Safe Children, Safe Traveller Marketing Campaign Overview

Recommendation 1

That **\$3.65M** be allocated from the ASEAN-ACT Initiative to fund a 'Safe Children, Safe Traveller' campaign directed at departing Australian tourists travelling to Thailand and other ASEAN countries.



Project Childhood Background



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Child exploitation in tourism in ASEAN: AusAID 2012 - 2014

Project Childhood - Background

Australia has a history of funding child safe tourism campaigns in ASEAN, prior to the establishment of the ASEAN-ACT Initiative.

As part of the effort to combat child sexual exploitation in travel and tourism in Cambodia, Lao PDR, Thailand and Vietnam (the four Mekong countries), the Australian Government, through the Australian Agency for International Development (AusAID) funded a dual prevention and protection initiative, named Project Childhood, for 3 years (2012-2014).

Project Childhood:

Prevention Pillar - Child Safe Tourism

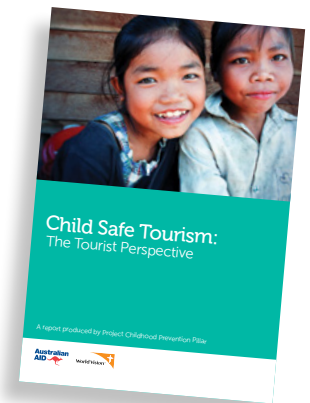


World Vision Australia was engaged to implement the *Prevention Pillar*, which addressed the factors that make children vulnerable to sexual exploitation in ASEAN tourism regions.

As one component of this work, a '*Child Safe Tourism*' campaign was developed in collaboration with the governments of the four Mekong countries, industry, the tourism sector, as well as travellers.

The *Child Safe Tourism* campaign produced a range of child safe tourism communications, for tourists as the target audience. Two reports were prepared in relation to two surveys conducted prior to, and subsequent to, the campaign.

The first report, "*Child Safe Tourism: The Tourist Perspective*" (World Vision, 2012), provided an overview of the research and discussed the results of the subsequent quantitative and qualitative data analysis.



Findings of the two reports

The key findings of the two reports included:

- One fifth (20.5%) of survey participants reported they had seen children or youths (under the age of 18) working in the sex industry;
- Overwhelmingly, all the participants who witnessed these types of exploitation said that it made them feel disgusted, sad, concerned or worried, helpless, guilty, angry and/or frustrated;
- Tourists wanted to help children they believed were at risk, but many were confused about what action to take; and
- Tourists responded favourably to child safe tourism communications and the message positively impacted tourist behaviour.^{21/22}

Recommendations from the 2013 report

The second report, *The Child Safe Traveller* (World Vision, 2013), recommended that future action should be taken, as follows:

1. **To provide tourists with more information** about how children are vulnerable to child abuse and exploitation in tourism;
2. **To provide tourists with clear information** on how to be a child safe traveller;



²¹ Child Safe Tourism: The Tourist Perspective (World Vision, 2012), pg 2.

²² The Child Safe Traveller (World Vision, 2013), pg 2.

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3. **To provide tourists with more consumer choices** and options that align with child safe tourism principles;
4. **To publicly acknowledge and foster the understanding** that child safe tourism is a responsibility that is shared between governments, industry and travellers.

Destiny Rescue's proposal for a Safe Children, Safe Traveller campaign seeks to implement these recommendations.

Trafficking in persons policy framework: ASEAN-ACT Initiative (2018-2028)

ASEAN-Australia Counter Trafficking Initiative (ASEAN-ACT Initiative)



Destiny Rescue commends the Albanese Government for continuing the ASEAN-Australia Counter Trafficking Initiative (ASEAN-ACT Initiative).

The 10-year program (2018-2028) is aimed at rescuing victims from human trafficking in ASEAN and ensuring perpetrators are held to account. These aims align with those of Destiny Rescue.

Destiny Rescue notes that the ASEAN-ACT Initiative is a 10-year partnership funded by the Australian Government. The Partnership supports ASEAN member states to implement and report on their obligations under the ASEAN Convention Against Trafficking in Persons, especially women and children (ACTIP Convention).

Destiny Rescue acknowledges the importance of the ACTIP Convention in ensuring ASEAN member states are bound to implement and report (annually) on their obligations under the Convention. The ASEAN-ACT

partnership hub²³ is a valuable internet-based resource which includes a detailed Stakeholder Directory. This Directory is a compilation of key stakeholders (government and non-government) involved in countering trafficking in persons in 7 ASEAN states.

The Directory identifies organisations in each of the seven ASEAN member States which provide direct support to victims of trafficking. Destiny Rescue Limited and Destiny Rescue International are currently not listed in the Directory in relation to our work in Thailand, Cambodia and the Philippines. Destiny Rescue Australia and Destiny Rescue International believe that our work in these countries should qualify both entities to be included in the Stakeholder Directory entries for Thailand, Cambodia and the Philippines.

Recommendation 2:

That Destiny Rescue Limited Australia and Destiny Rescue International should both be added to the Directory of Stakeholders for the ASEAN-ACT Initiative, for Thailand, Cambodia and the Philippines.

Center of Excellence against Human Trafficking- MOU

Destiny Rescue Australia commends the Australian Government for recently signing a new Memorandum of Understanding (MOU), being a bi-lateral partnership agreement with Thailand to support Thailand's Center of Excellence against Human Trafficking (the Center) (2 November 2022).²⁴ The Centre will enhance technical co-operation and extend anti-trafficking expertise between ASEAN countries.

Australia's support for the Center is part of the ASEAN-ACT Initiative.

Thailand Government to Advance Six Measures against Human Trafficking

On 24 July 2022, Pol Gen Thammasak Witcharaya, Deputy Secretary-General to the Prime Minister for

²³ <https://www.aseanact.org/>

²⁴ <https://www.mol.go.th/en/news/>

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Political Affairs in Thailand provided an explanation for Thailand's achievement in its elevation in status from 'Tier 2 Watch List' to 'Tier 2' in the US Trafficking in Persons (TIP) Report 2022. He credited the achievement to the 'Team Thailand' approach under which collaborative work resulted in concrete progress in 3 key areas.²⁵

In addition, he announced six key measures going forward in 2022 and 2023 to maintain Tier 2 Status and hopefully step up to Tier 1 Status in the future.

The establishment of the Centre is one of the six key measures that the Deputy Secretary-General announced.

Another one of these measures involves 'expanding the Child Safe Friendly Tourism Project' to cover the entire country as a proactive measure to protect children from trafficking.

Child Safe Friendly Tourism Project: Thailand

In Thailand, with the support of UNICEF and the local administrations, ChildSafe Thailand has been piloting a new Community Based Tourism (CBT) program in Chiang Mai and Chonburi Provinces.²⁶ The aim of this program is to empower the community to mitigate the risks of child exploitation and to enjoy tourism as a boost to the prosperity of the local economy in a child safe environment.

ChildSafe Thailand's goal was to raise awareness of the inherent risks to the community as well as the potential risks arising from travellers, and to empower the community as a whole to develop and implement their own action plan to address these.

ChildSafe and its parent organisation, Friends-International, have almost 25 years experience in developing social solutions, so they know the importance of local ownership to drive effective social change, and this was core to how they worked

alongside the CBT associations.

It is this CBT focussed project which Destiny Rescue understands will be expanded to cover all of Thailand, as announced by the Deputy Secretary-General.

Conclusion

The most recent Australian Government-funded study on child sex exploitation in the tourism industry in ASEAN, was The Child Safe Traveller (2013). This study recommended that tourists (including Australian tourists) be provided with:

1. More information about how children are vulnerable to child abuse and exploitation in tourism; and
2. Clear information on how to be a child safe traveller (amongst other recommendations).

The Thai Government has stated that expanding the Child Safe Friendly Tourism Project to cover the entire country is one of 6 key measures to maintain Tier 2 status and hopefully achieve Tier 1 status in the future (under the US Trafficking in Persons (TIP) Report).

The proposed Safe Children, Safe Traveller Campaign is designed to implement the recommendations of the Child Safe Traveller report, and to also complement the Thai Government's Child Safe Friendly Tourism Project.

There has been a significant resumption of international air travel by departing Australians into the ASEAN region. Now is the time to follow through on the recommendations of earlier child safe traveller studies and of the Thai Government about the benefits of such campaigns.

Recommendation 1:

That \$3.65M be allocated from the ASEAN-ACT Initiative to fund a 'Safe Children, Safe Traveller' campaign directed at departing Australian tourists travelling to Thailand and other ASEAN countries.

²⁵ <https://thaiembdc.org/2022/07/27/thai-government-to-advance-six-measures-against-human-trafficking/>

²⁶ <https://thinkchildsafe.org/childsafe-in-community-based-tourism/>

Appendix

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Appendix 1:

Destiny Rescue Limited (Australia) Annual Report, 2021

To View the Annual Report - [Click here](#)



Appendix 2:

Destiny Rescue ASEAN Countries key operations.

Thailand - Since 2003

Destiny Rescue's work in Thailand is registered and conducted in partnership with government and law enforcement authorities.

Maintaining a positive relationship is key to our success and continued work in this country.

In Thailand:

1. Our Agents find and rescue children from sex trafficking through mostly covert and raid rescue methods;
2. After a raid mission, a government caseworker coordinates a survivor's next steps;
3. After a covert rescue, a Destiny Rescue caseworker will facilitate a survivor's transition and placement into a partner organisation's reintegration services;
4. Partners play a key role in our operations. We partner with non-government organisations providing rehabilitation services and skills training for children found via covert rescue;
5. We have 45 organisational contacts that we collaborate with regularly from government, non-government and other sectors; including local authority partnerships such as the Royal Thai Police (RTP); and Department of Special Investigation (DSI).



Online Sexual Exploitation of Children (OSEC) work - Thailand

Since 2003, Destiny Rescue has rescued children from Online Sexual Exploitation of Children (OSEC) in Thailand via covert missions. 63% of all rescued survivors in 2021 were found online.

In 2020, 9% of 12-17 year-old internet users in Thailand were victims of OSEC. Scaled to the population, this represents an estimated 400,000 children subjected to OSEC annually.²⁷

To address this growing issue, last year we partnered with PSG to develop the Scientia Program, a cyber-intelligence technology that enhances OSEC operations. Our technology identifies victims and allows Destiny Rescue and law enforcement agencies to collect/share data, mobile collaboration tools, and computer forensics. This maximises online detection and accelerates joint rescue operations.

Using our existing partnerships, we are training Thailand's local police to deploy this technology (identify leads, locate victims, build cases for rescue and arrest OSEC perpetrators). As a result, we anticipate growth of OSEC leads and victim identification, covert rescue operations, and joint raids with local police.



²⁷ Disrupting Harm', INTERPOL, UNICEF and ECPAT International, 2021).

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In November 2022, 115 members from five specialist Thai Law enforcement agencies were trained in intelligence techniques to detect and combat internet facilitated human trafficking and the online sexual exploitation of children.

Since November 2022, as a result of collaborative case work with these agencies Destiny Rescue has initiated 22 cases of OSEC and presented these to Law Enforcement.

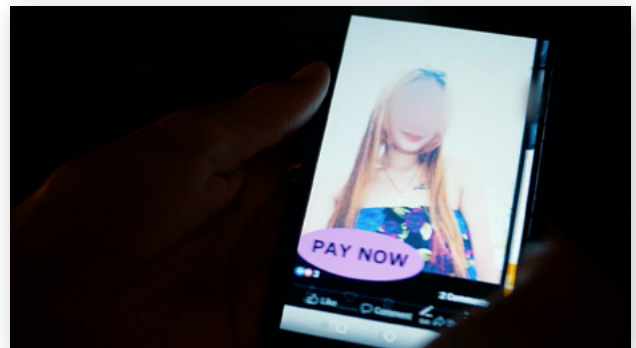
These cases involve over 100 unique victims, 30 perpetrators and over 5,000 child exploitation images.

Thai Government Legislation

Thailand currently has no preventative crime or legislation that protects children from online grooming. Online grooming involves a perpetrator engaging with a minor and enticing them to meet in person for sexual exploitation or share Child Sexual Abuse Material (CSAM) through manipulation, threat or extortion. The crime is described as ‘grooming’ and is legislated in most countries around the world.

In 2022, Destiny Rescue was the only NGO in Thailand invited by the Thai Government to collaborate on a specialist law change Working Group to develop and initiate this law within Thailand.

In 2022, we participated in this Working Group together with members from the Office of the Attorney General, Law Enforcement Specialist and members from the Thai Parliament. Since this time the law change proposal has moved to its final reading at the Thai Congress and is anticipated to be ratified later in 2023.



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Thailand Statistics

Number of Rescues	2020	2021	2022
Total Rescues:	72	95	451
Children: %	86%	83%	31%
Young adults: %	14%	15%	40%
Adults: %	0	2%	29%

Operations with Law Enforcement	2020	2021	2022
Raids:	11	10	16
Arrests	17	13	18

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Cambodia - Since 2003**In Cambodia:**

1. Destiny Rescue finds and rescues children from the sex industry using mainly covert rescue methods;
2. After rescue, children are enrolled in our Community Care Program where they receive a customised Freedom Plan to help them stay free through our Empower Program;
3. Survivors in Community Care assemble for classes taught by our staff at our office location which include, but are not limited to, employment strategies, daily disciplines, financial management and personal hygiene; and
4. Children needing the care and services of a residential home are referred to like-minded organisations.

Cambodia Statistics

Number of Rescues	2022	2021	2020
Total Rescues:	177	95	72
Children: %	60%	72%	86%
Young adults: %	24%	15%	14%
Adults: %	16%	13%	0%

Operations with Law Enforcement	2022	2021	2020
Raids:	1	-	-

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The Philippines - Since 2014

In the Philippines, the sexual exploitation of children extends from red-light districts to hidden chat rooms on the internet.

Our work in the Philippines is registered and conducted in collaboration with government and law enforcement authorities.

Our relationship with the anti-trafficking authorities in the Philippines is strong, including:

- They will request our assistance on specific cases and they have recognised our agents with awards and other accolades;
- Our staff have been invited to participate in anti-trafficking councils, committees and Senate hearings; and
- **Relationships include:**
 - **Local Authorities**
 - Philippines National Police (PNP);
 - Philippines National Bureau of Investigation (NBI);
 - Department of Social Welfare & Development (DSWD); and
 - **National Government Agency**
 - Department of Labor and Employment (DOLE).

Our work is centred around the capital city Manila but also extends throughout the country and into rural provinces. In late 2022, Destiny Rescue also conducted rescue raids in Mindanao.

Destiny Rescue rescues children from sex trafficking primarily via raid missions in collaboration with the Philippine National Police, Philippine National Bureau of Investigation, a national government agency and government social workers.

After a raid, our social workers work alongside government agencies to ensure that the survivors' immediate needs are met including:

- Temporary housing;
- Care and essential items;
- While the authorities decide on the next steps.

In the Philippines, survivors over 18 are given the choice to enter a Reintegration Program catered for adults.

CAMPAIGN

Philippines Statistics

Number of Rescues	2020	2021	2022
Total Rescues:	142	251	128
Children: %	47%	48%	38%
Young adults: %	44%	46%	45%
Adults: %	9%	6%	17%

Operations with Law Enforcement	2020	2021	2022
Raids:	20	30	20*
Arrests	29	47	34

Note: Children, those under age 18, are always the primary targets of our operations. Typically, these operations also rescue multiple people over the age of 18. For example, if our raid mission is planned to rescue a 15-year-old girl, but we discover she is with eight other young women over 18 years old, our team will rescue all of the victims, not only the 15-year-old.

Because of this, we rescue more young adults and adults than children in the Philippines.

*In 2022, the Philippines rescue team focused on completing a rigorous licensing process with the **Department of Social Welfare and Development (DSWD)** which restricted our operational mobility resulting in lower raid and rescue totals than previous years. The license increases our legitimacy and is crucial to our continued success in the country.

Appendix 3:

Destiny Rescue proposed Safe Children, Safe Traveller Campaign

The proposed Safe Children, Safe Traveller Campaign will have specific and measurable outcomes to be agreed upon with the government prior to the commencement of the campaign. Proposed key outcome and measure:

Outcome: Change attitudes about child-safe tourism, including the physical/sexual violence and exploitation of women and children in ASEAN, by increasing awareness of issues through public awareness and education.

Key Measure: Survey the Australian public & returning travellers to retrospectively measure the level of change in individual knowledge, awareness and attitudes regarding child-safe tourism, including violence against women and children after the campaign.

How the initiative will be undertaken

The campaign will include:

- ✓ Comprehensive project management, including audience mapping, budget and marketing content plan;
- ✓ Extensive stakeholder consultation;
- ✓ Define and coordinate marketing content plan, provide content briefs, and manage the copywriting and editorial process for all content;
- ✓ Implement multichannel digital and direct campaigns alongside Media Agency;
- ✓ Measure campaign effectiveness during the promotional period and make adjustments based on A/B testing and media performance; and
- ✓ Monitoring, optimisation, survey/evaluation and reporting.

National Marketing Strategy:

The national marketing strategy will include:

- ✓ **Paid:** Media paid for National Australian reach.
 - Digital mediums are paid social and paid search (including Facebook, Instagram, TikTok, Google Search/Display Network, YouTube).
 - National TV Campaign.
- ✓ **Owned:** Media owned by DR, members and stakeholders.
 - Campaign website, content for LinkedIn, Facebook and Twitter pages and followers.
 - eNewsletter, donors, member and corporate / events subscribers.
- ✓ **Earned:** Media leveraged.
 - Including campaign tool kit, content imagery and videos.

CAMPAIGN

Budget

Government Funded Expenses

Category	Cost YR 1	Cost YR 2	TOTAL
Marketing			
Campaign website	\$80,000	\$80,000	\$160,000
Campaign Assets	\$65,000	\$65,000	\$130,000
Traditional Media Campaign	\$225,000	\$225,000	\$450,000
National TV Campaign	\$750,000	\$750,000	\$1,500,000
Digital / Social Campaign	\$150,000	\$150,000	\$300,000
Project Work			
Industry relations, stakeholder meetings, travel & accommodation	\$125,000	\$125,000	\$250,000
Staffing (Project Officer /06 FTE)	\$65,000	\$65,000	\$130,000
Project Management	\$219,000	\$219,000	\$438,000
Monitoring & Evaluation	\$146,000	\$146,000	\$292,000
TOTAL			\$3,650,000

Additional support

- Corporate Partnerships - \$200,000
- Destiny Rescue (In-kind) - \$250,000
- In-Kind marketing support (TV Ad Creators and TV Stations) - \$500,000

Monitoring & Evaluation

DR will monitor and assess results throughout the life of the campaign and modify approach, as necessary, to ensure required audiences are reached.

A **National Attitudes & Behavioural Snapshot Survey** will be conducted to evaluate campaign success. The report will contain data relating to Australian residents and their perceptions of safe travel.

The marketing campaign element will be measured for reach, impressions, engagement with advertising and campaign webpage and resources and a written report.

There are a range of additional measurables to quantify the effectiveness of the campaign, including engagement from:

- ✓ Mainstream media;
- ✓ Social media;
- ✓ Campaign website hits;
- ✓ Smart Traveller increased engagement;
- ✓ Tourism industry.