

# GROOMING HIDES BEHIND HARMLESS

## ADVOCATE TOOLKIT

**Bravehearts**  
EDUCATE + EMPOWER + PROTECT





## ABOUT THE CAMPAIGN

Thank you for lending your voice to Bravehearts' new national child sexual abuse prevention campaign, **GROOMING HIDES BEHIND HARMLESS**.

Child sexual abuse is a crime experienced by 1 in 4 Australians. It is a crime that knows no physical, financial, socioeconomic, geographic, cultural or gender boundaries. All children are at risk of child sexual abuse.

Despite the prevalence of this crime, it is one that remains mostly 'out of sight, out of mind'. Sadly, it is the very silence around child sexual abuse that allows perpetrators to continue to harm children. **THIS IS WHY YOUR VOICE IS SO VITAL!**

Grooming was chosen as the focus of this campaign as it is the preparatory process enacted by offenders in *all forms* of child sexual abuse. Furthermore, 79% of child sexual abuse survivors knew their abuser, highlighting the vital need for the Australian public to be more aware of threats close to home.

Grooming Hides Behind Harmless was launched nationally on June 1, 2025, across broadcast and digital TV, radio, print, out-of-home and digital thanks to more than \$3.4 million worth of pro-bono advertising.



[LEARN MORE ABOUT  
BRAVEHEARTS' WORK  
IN THE PREVENTION &  
TREATMENT OF CHILD  
SEXUAL ABUSE](#)



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GROOMING & RED  
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CAMPAIGN WAS MADE  
& WHO WAS INVOLVED](#)

GROOMING HIDES BEHIND HARMLESS.

79% OF SURVIVORS KNEW THEIR ABUSER.

Learn the signs at  
[bravehearts.org.au](https://bravehearts.org.au)

## KEY MESSAGING & ASSETS

Please share the campaign assets and messaging across your social media accounts to help us spread the word. You can access all assets, including the [60 second campaign film](#), directed by internationally renown filmmaker, writer and actor, Leah Purcell AM, in the campaign drive, linked right on this page.

When sharing, please tag Bravehearts:

- Instagram: [@braveheartsprotectkids](#)
- Facebook: [@braveheartsprotectkids](#)
- LinkedIn: [@bravehearts-inc](#)
- X: [@BraveheartsInc](#)
- YouTube: [@Bravehearts](#)

### COPY FOR SOCIAL SHARING

Did you know that 79% of child sexual abuse survivors knew their abuser? Grooming Hides Behind Harmless - Help prevent child sexual abuse by learning the early signs of grooming. Go to <https://bravehearts.org.au/>

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Grooming Hides Behind Harmless - Help prevent child sexual abuse by learning the early signs of grooming. LEARN THE SIGNS at <https://bravehearts.org.au/>

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Grooming Hides Behind Harmless! Understanding how child sex offenders groom not only children, but also adults, helps us know how to build layers of protection around our kids! LEARN THE SIGNS at <https://bravehearts.org.au/>



[ACCESS THE  
CAMPAIGN ASSETS](#)

In the Grooming Hides Behind Harmless campaign assets drive, you will find:

- 60 sec Grooming Hides Behind Harmless film
- Behind-the-Scenes making-of short film
- Social media tiles and videos in various size formats
- Quick-reference information sheets about grooming

### CONTACT US

Bravehearts' Information & Support Line **1800 272 831**  
(Mon to Fri, 8:30am - 4:30pm)

Media & Campaign Enquiries  
[comms@bravehearts.org.au](mailto:comms@bravehearts.org.au)

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## THANK YOU TO OUR PARTNERS & COLLABORATORS

A great many talented and passionate individuals, agencies and companies came together and worked pro-bono to bring Bravehearts' new national grooming awareness campaign to fruition. On behalf of the children Bravehearts works to protect, thank you:

UnLtd:

**ENGINE**

**Wavemaker**

**PA880**  
Film Production

**ChangePR**  
Shannon Company

**GLASS**  
MANAGEMENT



**Jarsonic**

**ROSCO**  
AUDIO

ben  
parkinson  
casting

**muse**

**SNACKB X**



Thank you to our media partners who gifted us over \$3.4 million in pro-bono advertising:

Paramount

ARN

Seven

Nine

SBS

Foxtel

Pedestrian Group

Val Morgan Outdoor (VMO)

QMS

oOh! Media

Cartology

JCDcaux

YStop

GOA

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Go Transit

Torch Media

Nova

SCA

ATN

News Australia

Are Media

Yahoo

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Bravehearts is an Australian Registered Charity  
All donations over \$2 are tax deductible - ABN 41 496 913 890 ACN 607 315 917

