



NSW ACRATH News written by Sarah Yee, NACRATH Research & Projects Officer **Sept 2009**

The Body Shop campaign to 'Stop Sex Trafficking of Children & Young People'

The Body Shop Australia has a long history of being a socially responsible business, weaving the five core company values through all aspects of the business from staff to customers and beyond. The core values of the company are to defend human rights, protect our planet and activate self-esteem, against animal testing and community trade. Every year The Body Shop Australia runs a national campaign to raise awareness and funds for a cause that aligns with the core values and often addresses rather taboo issues. For the last five years, the Body Shop has been running a 'Stop domestic violence' campaign dealing with the various issues of domestic violence and the impact on victims.

In September 2009, the Body Shop has launched a new major campaign, this campaign will run for the next five years and aims to educate, fundraise and start conversations all over Australia. The focus of this year's campaign is '*Stop the Sex Trafficking of Children & Young People*'. This year the campaign had three main goals, firstly, to raise money for Child Wise, Australia's only child protection charity working internationally to prevent child abuse. The Body Shop will be selling 'Soft Hands, Kind heart' hand cream for \$13.95, donating 100% of the profit to Child Wise from each hand cream. The second goal is to ascertain public knowledge on the issues of human trafficking and sex trafficking and find out how people engage with these issues. There are surveys in every store across Australia designed to find out how much people know and/or want to know about this problem. This information once processed will form the basis of future years of the campaign. The third goal is to start conversations about the issue and encourage people to find out how they can help stop sex trafficking of children and young people. The Body Shop has produced an information booklet, full of statistics and information about human trafficking and sex trafficking for customers to take away with them and read. The issue of human trafficking and sex trafficking are very close to home. Australia is a destination country and Australians are involved. We must work together to prevent, protect and recover the victims of these atrocious crimes.

For more information about these issues, please visit <http://www.acrath.org.au/> OR <http://www.antislavery.org.au/> OR www.thebodyshop.com.au

Popular prime time TV shows tackle issue of human trafficking in Australia

During September, two prime time television shows focused an episode on the issue of human trafficking in Australia. 'All Saints' (Channel 7) and 'City Homicide' (Channel 7) have aired shows within weeks of each other focused on human trafficking, perhaps sending a message to its viewers. The way the two shows exposed the dark and horrific experience of human trafficking at prime time, is something to be commended. Human trafficking as a societal issue is still considered taboo, and as a result many people take the outlook that it is 'out of sight, out of mind'. The way in which the Seven Network has focused on this issue and brought it into the homes of Australians may make people sit up and listen. In the episode of 'City Homicide' (Episode 41, 2 September) homicide detectives are drawn into the dark world of sex-slave trading, where intimidation guarantees silence, the main character's girlfriend is found beaten, bound and gagged and the team is responsible for breaking through the circle of fear to uncover the cruel hand behind the scenes. In 'All Saints' (Episode 46, 8 September) the Medical Response Unit is called out to an illegal brothel where they discover a number of Asian women living and working in wretchedly miserable conditions. Some viewers of this episode, however, thought that the members of the Australian Federal Police (AFP) were represented quite poorly, and that such depiction could tend to undervalue the important work of the AFP. It is crucial to understand that when dealing with television programs that have 20 mins of air time it is easy to simplify the work of the police and the role they play. The two television programs have tackled a very sensitive issue with compassion, a dose of reality and a message that human trafficking exists very close to home. It is important that once people are armed with this knowledge and understands the severity of this issue they become proactive and contribute to stopping this shocking crime.