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New research set to explore the shift in Australian adult attitudes towards children

In 2016, the Valuing Children Initiative (VCI) commissioned their benchmark survey examining adult attitudes towards children.

This research was based on the view that – although frequently missing from discussions – attitudes and the culture of a society are pivotal to children’s wellbeing.

In 2022, VCI is repeating and extending the original survey.

VCI Development Executive Maddie McLeod said the research will help determine if attitudes to children have shifted since the not-for-profit was established six years ago.

“Attitudes to children, how we value them, individually and as a section of society, directly impact how we treat them and the priority we give to their needs and rights,” Ms McLeod said.

“We have been working hard to raise the profile of children’s needs, issues and wellbeing and are keen to assess the results of the survey.

“The research will help not only us, but many others, to identify key adult attitudes that may be barriers to better outcomes for Australian children.”

The research will be led by The University of Western Australia’s Dr Stephan Lund, who will be assisted by an impressive team of researchers including Dr Ruth Wallace from Edith Cowan University, Dr Catherine Archer from Murdoch University and Curtin University’s Dr Madeleine Dobson – who has collaborated with VCI previously to complete ‘A Child’s Voice’ research report.

“We have formed a multi-disciplinary research team to ensure that we can analyse Australians’ views on children from a range of different angles.” stated Dr Lund

“As researchers we are committed to ensuring that we can use the research outcomes with VCI to advocate for a stronger voice for children’s rights.”

Participation in the survey is voluntary and completely anonymous, with results set to be released in 2023.

“This important research is a crucial precursor to meaningful, systemic change,” Ms McLeod added.

“We invite Australians from all walks of life to help us by completing a quick 15-minute online survey.

“We look forward to sharing our findings when our survey results are published.”

Complete the survey: https://uwa.qualtrics.com/jfe/form/SV_6Vx1WESbuhZ0ux0

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About the Valuing Children Initiative

The Valuing Children Initiative (VCI) was established in 2016 to inspire Australians to value all children, promote understanding that children's wellbeing is the shared responsibility of the entire community, and ensure children are at the forefront of our considerations.

VCI's vision is the creation of a society in which all children in Australia experience the caring, safe, and supported childhood they deserve. The VCI recognises the important contributions children make to our society in the here and now and advocates to ensure children are treated with dignity and respect. This includes ensuring children and young people are provided with opportunities to express their views and opinions.

About the survey

Help us better understand Australian adult attitudes towards children; where are we now and what needs to change?

What's involved? A 15-minute online survey or one of 50 in depth paid interviews via video conference, or in person.

Who can take part? Anyone in Australia aged over 18 years old can participate. Any gender, any age, any cultural background, based anywhere in Australia.

Survey link: https://uwa.qualtrics.com/jfe/form/SV_6Vx1WESbuhZ0ux0