



MEDIA RELEASE

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Children helping to keep other children safe with the power of their catch

A new campaign empowers children to raise much-needed funds to support other children and young people who are doing it tough.

The campaign kicks off during [Children's Week](#) (22-30 October), when junior cricketers in the Woolworths Cricket Blast program are invited to join the [Club Catch Challenge](#). They can demonstrate their superior ball-catching skills by catching as many as they can in 30 seconds, and for the best reason: to help keep other children safe. The campaign runs until the end of the cricket season.

This new challenge is a partnership between the [Alannah & Madeline Foundation](#), Cricket Australia and grassroots junior cricket clubs. The campaign is also supported by the Hobart Hurricanes.

Club Catch Challenge Ambassador and Cricket Australia young champion, Wil Parker said children from around Australia can catch at home, at training or before a game and log their daily catch total.

"Young cricketers will love racing the clock to test their catching skills, earning fundraising badges and fundraising to help other children who are doing it tough," Wil said.

"It takes cricket practice to a new level of heart-racing excitement!"

The Foundation's CEO, Sarah Davies AM, said every ball that a junior cricketer catches and every dollar they raise will support the Alannah & Madeline Foundation's care, prevention and advocacy programs – from supporting children experiencing family violence to stopping online bullying and fighting for the rights of young people everywhere.

"We know that every hour of every day in Australia, at least one child is taken into the care of child protection authorities because they are at serious risk of harm or have no other safe place to live," Ms Davies said.

Children who live with abuse, neglect or trauma can suffer harm to their physical and mental health, their behaviour, and their development.



“All children have a right to be protected from abuse, neglect and other forms of violence,” she said.

“We want every child and young person to grow up in a safe and supportive home, in a community where people treat each other with care, kindness and respect.”

Cricket Australia Executive General Manager, Community Cricket & Capability, James Allsopp said that providing safe and inclusive environments for children involved in cricket is a priority.

“Through cricket, we want to provide children and young people with an opportunity to speak up and give them the chance to help shape the environment at their club or Woolworths Cricket Blast Centre,” Allsopp said.

“The Club Catch Challenge is a fun way for kids to own something at their club and help to keep other children safe at the same time. We encourage all clubs and centres to get involved.”

Hobart Hurricanes’ General Manager Scott Barnes said that providing a safe and inclusive environment in cricket clubs where children and young people feel free to speak up is a priority. “We understand that giving children and young people a voice within their clubs builds trust and creates a positive environment for them to flourish,” Mr Barnes said. “Club Catch Challenge is a proactive and fun way for kids to own something in their club and learn about generosity at the same.”

Young participants and cricket clubs around Australia can:

- Catch - At home, training or before a game, they will log how many catches they can do in 30 seconds each day of the Challenge
- Fundraise - Collect donations and contribute to their club’s fundraising efforts
- Celebrate – At the end of the Challenge, clubs will go purple by organising a catch party and tally up the number of catches their entire club completed.

“It’s because of partners like Cricket Australia, programs like Woolworths Cricket Blast and community clubs, members, players and leadership that we can create a safer world for children,” Ms Davies said. “We are truly grateful.”

To register, visit <https://fundraise.amf.org.au/event/club-catch-challenge/>

For more information or for interviews, please phone the Foundation’s media manager, Deb Morris, on 0499 202 001

