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# ANNUAL REPORT

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# 2020



**Child  
Matters**



EDUCATING TO PREVENT CHILD ABUSE



# THE ROLE OF CHILD MATTERS



Unlike many other countries, Child Protection training is not mandatory in New Zealand for professionals or volunteers who work with children and young people. This means teachers, sports coaches and even social workers may never receive training relating to child abuse, how to recognise the signs of abuse, or how to respond if a risk is identified.

This is the reason Child Matters exists – to upskill those working and interacting with children, young people and their families and whānau, so they are able to identify risks

concerning vulnerability and abuse, and have the knowledge and confidence to take appropriate action.

Child Matters works with all sectors, including professionals, community organisations, and families and whānau to deliver training, provide advice on policy and procedures, and consultation regarding child protection issues.

Educating all sectors of our community how to protect our tamariki is essential to reducing abuse and neglect in New Zealand.

## Purpose

Effecting change to prevent abuse and neglect





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Child Matters is committed to the Treaty of Waitangi/Te Tiriti o Waitangi being a core value that underpins all our services and relationships with iwi, hapū and whānau. Child Matters recognises its obligations under the Treaty/Tiriti, and seeks to provide culturally appropriate and supportive services.





## Chair's Report

The past twelve months have been a time of responding to the unexpected. The past six months, in particular, have been challenging.

I am proud to say that, as Board Chair of Child Matters, I have witnessed how the team has responded to the challenges brought by COVID-19. Management and staff have demonstrated their professionalism and adapted very constructively to provide real support and capability building for those working in the area of child abuse and neglect.

The Board have worked hard to ensure that during this time of fast-paced change and development that the strategic goals of the organisation have been maintained and strengthened. Of note is the increase in support provided to community organisations working with at-risk children and families such as the partnership with Anglican Action, and the delivery of the training component of the Ministry of Education 'You Matter to Us' project.

Child Matters exists as a subject matter expert in Child Protection. The strategy for 2019/20 saw the organisation intentionally help lead informed debate using a variety of forums including television, digital and print media. The organisation has also guarded its independence from Government, to enable constructive and informed comment about Government responses and initiatives.

New thinking and a desire to work in more cost-effective and efficient ways has been the benefit of resetting the organisation in a post COVID-19 environment. The major resetting is not in the strategy but in the mode of delivery. I am grateful for the collective wisdom and commitment of the Board during this time and for their vision for the future. I thank them for the time and energy they bring to their roles as governors.

In conclusion, I look forward to the coming year knowing that Child Matters is an organisation that is strategically sound, financially prudent and supported by highly capable staff and sound governance. There is still much to achieve to do better for children in Aotearoa, New Zealand. Child Matters is well placed to play its part in the delivery of solutions.

Best regards  
Edgar Wilson JP, MA



## Chief Executive's Report

As I reflect on what Child Matters has achieved in the last 12 months, I think of our goal for all New Zealanders to understand the issue of child abuse and neglect so they can be a part of creating change. Nelson Mandela said that, "Education is the most powerful weapon which you can use to change the world." As a team, we believe that education and capability building in engagement with our most at-risk children and their families is key to better solutions.

This year required adapting to the demands of COVID-19 both internally and, more importantly externally as to how we provided services to those on the coal face of the social sector.

Our focus on online training and awareness has been key to our response to the need to increase our reach and the accessibility of training and support. Developing and distributing online material on engaging with traumatised families and self-care for workers was our priority with respect to the extra pressure on essential workers and frontline services.

Since coming out of lockdown we have strengthened our partnerships with other organisations and fast-tracked collaborative projects. I am confident that despite the obvious financial challenges Child Matters has become a more efficient organisation with broader reach than ever before. Child Matters is back to delivering 87% of the services we were delivering pre-lockdown and we are predicting further increases in service delivery in the next six months.

I appreciate the focus and commitment that it has taken for our team to achieve this and the wisdom and support imparted by the Board Members to keep Child Matters aligned with our strategy to make impactful change.

However, we are cognisant of the unknown challenges ahead for our communities and the sector. Child Matters has worked hard over the last few months to ensure we are well-positioned to support the social sector and communities we partner with in the long term. This means Child Matters has committed to delivering these services regardless of available external funding, which has come as a result of forward thinking financial planning on our part.

Over the last 26 years that Child Matters has been delivering services, never have we adapted faster to the exigent need than we did in 2020. It is our continued commitment to supporting real solutions that impacts the lives of our most at-risk children and their families.

Naku noa na  
Jane Searle

# KEY STRATEGIC FOCUSES

## Effecting Change to Prevent Abuse and Neglect



### Community & Whānau

- Deliver culturally responsive community programmes that improve child and whānau wellbeing
- Support community organisations providing services to children, young people, their family and whānau
- Provide consultation support and advice to individuals regarding abuse and neglect issues
- Set the benchmark for responsive child protection services that are agile to the needs of the community
- Ensure that services are responsive and accessible to all parts of the sector and community



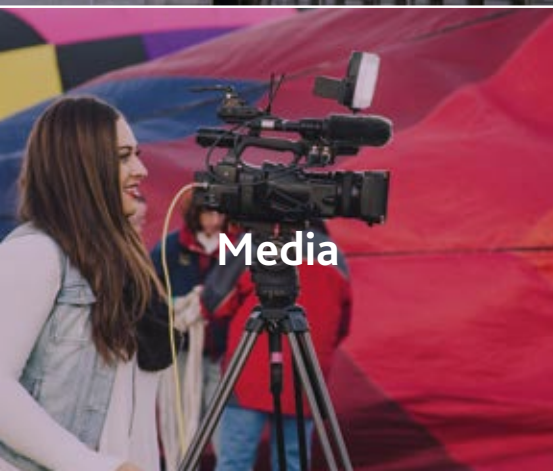
### Workforce

- Deliver training on abuse and neglect to government, workforce, and community organisations
- Support the development and review of robust and effective child protection policies for government, not-for-profit organisations and businesses
- Set the benchmark for accepted best practice in child protection for Government agencies, social sector, health, and education
- Ensure all training and services are responsive and culturally sensitive to Māori and Pasifika



### Government

- Support Government to meet obligations under the United Nations Convention on the Rights of the Child (UNCROC)
- Support the development of legislation around Modern Slavery in New Zealand
- Be active in discussions about what is required to effectively meet needs in a post COVID-19 environment
- Input into the development of Child and Youth Wellbeing strategies
- Facilitate coordinated messaging and discussion



### Media

- Support the development of knowledge among media influencers
- Develop and implement responsible reporting guidelines for media around children's issues
- Be recognised as an independent authority on child protection matters



## Our Training Footprint

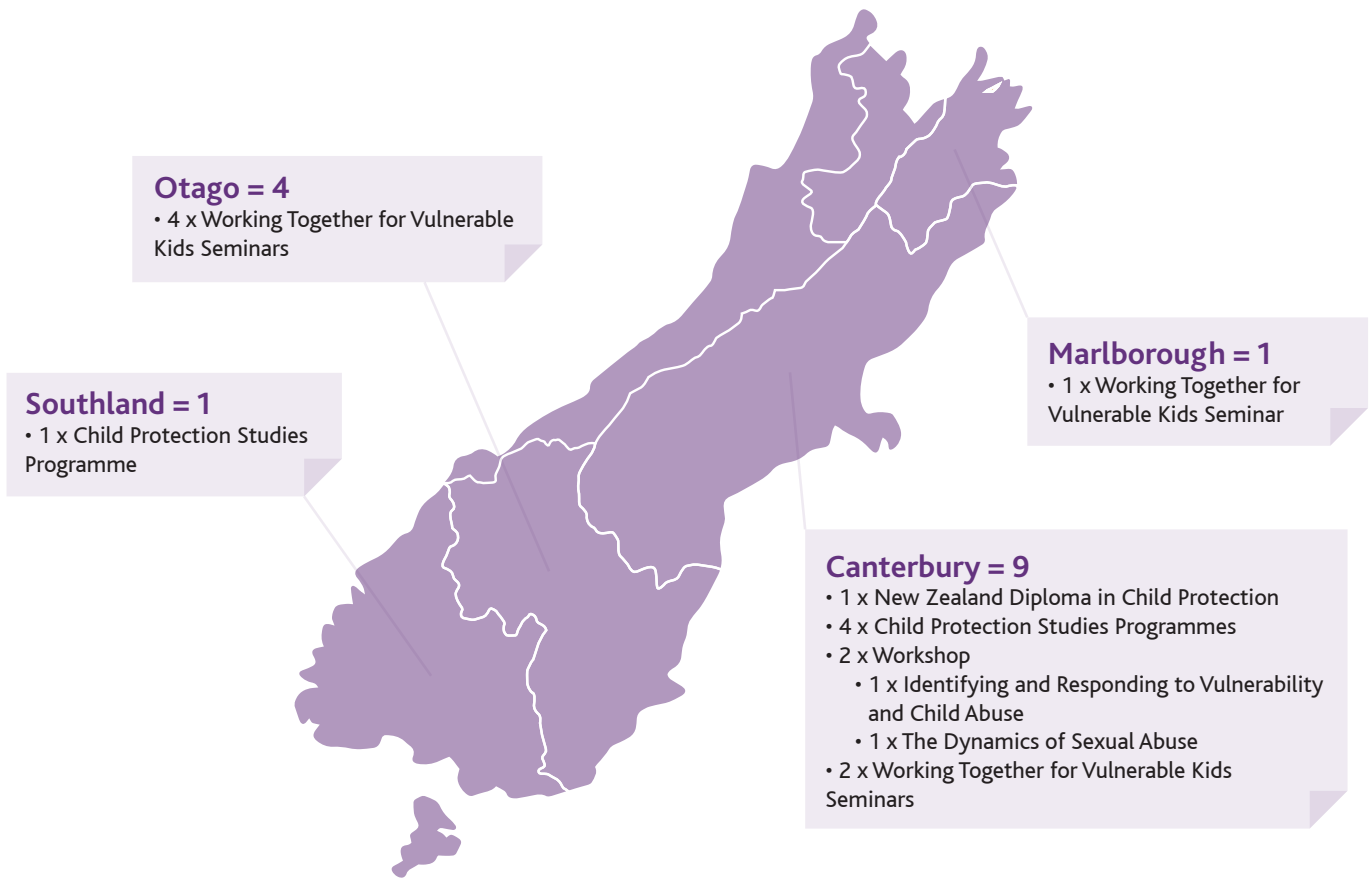
Child Matters has made every effort to make child abuse prevention training available to as many people as possible, providing courses throughout the country. Unfortunately, the COVID-19 lockdown decimated the training calendar and Child Matters simply could not train face-to-face as originally planned.

The adjacent map shows data collected from July 2019 to June 2020. Child Matters has run 90 child protection training diplomas, programmes, workshops and seminars during this period.

## Child Matters Child Protection Training



# TRAINING FIGURES



“ It was a great programme, I left knowing so much more than I did, and feel so much more confident, I think everyone working with children should have to do this course, and together we can make New Zealand a safer place for our tamariki! ”

– Student, Child Protection Studies, Christchurch



# COVID-19 RESPONSE



A global pandemic that would send New Zealand into lockdown was not anticipated. However, part of Child Matters' ongoing risk management strategy was preparation for unforeseen situations such as the rise of novel coronavirus. Not only did Child Matters survive the pandemic, but the organisation thrived. Here is how it was achieved.

## Initial Response

Prudent management meant that Child Matters was able to respond quickly and effectively to the COVID-19 crisis. The office was closed on 25 March 2020. All in-house training and public courses were cancelled until the end of June, the New Zealand Diploma in Child Protection lectures were suspended, and the team began working from home. The office did not reopen until after the country had entered lockdown level 2 in late May.

Consultation began immediately within the social service sector, the education sector, other Not-For-Profits and the Government. Child Matters sought feedback to assess the most valuable ways it could offer support to frontline workers and parents.

The priority was to develop resources to support the complex needs of the social sector, particularly the people who were facing new challenges as they were unable to visit families in person. The need for information on how to deal with at-risk children had increased exponentially.

Child Matters responded by creating a COVID-19 specific web page complete with videos and free downloadable resources.

The videos included:

- Self-care for Essential Workers
- Kia Tupato Whānau
- Return to School Checklist for Educators

Downloadable PDFs included:

- Hamilton Social Services Directory
- Checklist for Essential Workers
- Checklist of questions for workers to ask families
- Resources for parents
- Professional Dangerousness
- What to do when children disclose abuse
- What to do when reporting child abuse

Social media was used to increase engagement and awareness that support and resources were available free of charge via the website. Child Matters also continued to run its full consultation service free of charge throughout lockdown.

## Financial Response

Financial planning for the COVID-19 lockdown period including reduction of running costs to a minimum. Worst-case scenario forecasting was completed through to December 2020. The best opportunity available to Child Matters was to find a new and sustainable income stream. A decision was made to implement online training, and to endeavour to also negotiate online in-house training contracts.

## Online Training Response

An unexpected benefit of the lockdown was that it gave the team time to assess all of Child Matters' current courses and then determine what could be taught online. Further consideration was given to what courses needed to be developed to meet the current needs of the sector. This also required assessment of various online training platforms, and how information could be presented. A web-based training platform was selected, staff completed familiarisation training, and online training delivery began in April.

## Post-lockdown response

Following the return of staff to the office environment, courses across the country were rescheduled. The lectures in Auckland and Hamilton recommenced for the New Zealand Diploma in Child Protection. Contracts were renegotiated with new training dates, and there was an increase in demand for in-house training.

Child Matters has continued to develop online training modules and has given consideration to new and effective ways of marketing the courses and engaging with the sector. Astute financial management has been crucial in responding to the new environment and the ways in which the organisation works.



# KEY RELATIONSHIPS AND PARTNERSHIPS

Child Matters has continued to build key relationships and partnerships within the sector, and with other stakeholders including the Government. These partners include:

Anglican Action	K'aute Pasifika	Ngati Porou	Stop the Bus
Aspire	Life Unlimited	Plunket	St Vincent de Paul
Big Kids Productions	Ministry of Education	Salvation Army	The Good Collective
British High Commission	Modern Slavery and Worker Exploitation Advisory Group	Sharma	The Waterboy
Community Living Trust		Social Service Providers Aotearoa	Wintec Strategic Partners
Family Start	Mokopuna Ora	Sport Waikato	Women's Refuge

## MEDIA



Jane Searle made appearances on TVNZ's Breakfast show, Newshub, Radio New Zealand, and Magic Talk. Child Matters New Zealand Diploma in Child Protection featured in an item on Maori TV. Media releases were picked up by various print and online publications around New Zealand.

Child Matters' media strategy has been a key focus of the Board and Management in the past year. The media strategy had three key points:

1. Support the development of knowledge among influencers and reporters to increase informed informal comment in the public forum
2. Develop and implement responsible reporting guidelines for media around children's issues

3. Be recognised as an independent authority on child protection matters and provide public comment that supported the greater understanding of child protection matters, focused public debate and critiqued Government policy and response

Child Matters is committed to being a voice on child protection issues indefinitely.

## PARTNERSHIPS WITH BUSINESS

Thanks to ongoing partnerships with community-minded local and national businesses, we at Child Matters are able to continue increasing the reach of our mahi. These relationships have an important role to play in the delivery of our services throughout New Zealand.

### Kiwi Commercial Cleaning



Three years ago Child Matters was approached by the management of Kiwi Commercial Cleaning who were seeking a cause that their team could connect with. We welcomed a partnership with this socially-minded business that exhibited a commitment to play their part in finding solutions to the issues of child abuse and neglect. Kiwi Commercial Cleaning has continued to offer financial support to assist with the operational costs of delivering training. This has been of significant benefit to Child Matters.

### The Verandah Café

The team at The Verandah Café have been an ongoing support to the delivery of Child Matters training over a number of years. We are privileged to be supported by a business that uses its expertise in the hospitality industry to generously give back to the community.



### The NAR Foundation

Child Matters would like to also acknowledge the NAR Foundation whose generosity assists with the publication of How Can I Tell? It is a wonderfully practical book that provides basic information on how to recognise abuse or potential abuse. Our sincerest thanks to the NAR Foundation for their continued support. How Can I Tell may be ordered via our website.







2020 CHARITY OF CHOICE  
FOR HAMILTON WANDERERS

**COGS**  
Community Organisation  
Grants Scheme

**FUSE**



**HAWKE'S BAY  
FOUNDATION**

**KIWI**  
COMMERCIAL CLEANING CO.

 **NAR Foundation**  
helping people help themselves

**the verandah**  
FUNCTIONS CATERING CAFE

 **Trust  
Waikato**  
TE PUNA O WAIKATO

**WEL**  
ENERGY  
TRUST

**WINDOWS**

**Winton & Margaret  
Bear Trust**

## FINANCIAL MATTERS



In the 2020 financial year, Child Matters had an income of \$1,126,446 and made a contribution to equity of \$71,023. Child Matters has undertaken extensive cost cutting to increase efficiency which has contributed to this surplus. These funds will be used to develop and deliver community-focused projects in partnership with like-minded organisations.

### Six Year Surplus

2015	2016	2017	2018	2019	2020
\$33,484	\$78,550	\$175,083	\$341,742	\$257,773	\$71,023

For the last four years, over half of Child Matters' income has come from contracts to deliver training and advisory services. Clients purchasing these services, which include training workshops, presentations, policy development services, child protection courses and other advice and support, comprise a mix of public agencies, private companies and not-for-profit organisations. Student fees account for over a quarter of Child Matter's income.

### Sources of Income 2020

Student Fees	\$319,883	28%
Grants and Scholarships	\$288,286	26%
Government Funding	\$142,458	13%
Fee for Service	\$350,351	31%
Other	\$25,467	2%
<b>Total</b>	<b>\$1,126,446</b>	

### Sources of Income

	2016	2017	2018	2019	2020
Student Fees	21%	20%	24%	29%	28%
Grants and Scholarships	18%	27%	20%	22%	26%
Fee for Service	40%	38%	39%	29%	31%



## **Edgar Wilson, Chair and Trustee**

Edgar Wilson is a Justice of the Peace, Marriage Celebrant and an educationalist with 28 years of teaching and management experience in secondary schools throughout New Zealand and the United Kingdom. For six years, he was the regional manager for the Tertiary Education Commission in Waikato and was head of the School of Education and Social Development at the Waikato Institute of Technology (Wintec). Currently, he is the regional engagement manager at Wintec, and the CEO of the Wintec Foundation. He is also the Chair of Trust Waikato, K'aute Pasifika Trust and Child Matters (Child Protection Studies).

## **John Bailey, Trustee**

John Bailey has a master's degree in education with a focus on children with special needs and educational leadership. John's teaching background was in primary schools, spending 20 years as a school principal in rural and city schools. He also spent time with the Ministry of Education supporting schools and children. He is now retired, plays croquet, travels throughout the Pacific and follows the progress of his grandchildren with their education.

## **Andrea Twaddle, Trustee**

Andrea Twaddle is a director and specialist employment lawyer at Davidson Twaddle Isaac Lawyers. Andrea has extensive experience advising and representing clients on people and culture matters, including privacy and health and safety. Andrea has a special interest in the education and mental health sectors, and acts in Coronial Inquiries. Andrea is an educator on legal issues, including presentations for the New Zealand Law Society, as guest lecturer at the University of Waikato, as well as providing guidance to industry groups, other professional advisors, directors, and leadership teams. Andrea is committed to serving the community, and is presently the Chairperson of the Cambridge Primary School.

## **Rachel Karalus, Trustee**

Leaupepe Rachel Karalus is the Chief Executive of K'aute Pasifika Trust. K'aute Pasifika Trust is a charitable trust providing health, social, and education services to community using Pacific models of care and practice. Rachel's background is in law having practiced as a litigation lawyer for almost 15 years in Auckland, Wellington and in the Waikato Region. During that time, Rachel was committed to serving the community through various governance roles including on the board of K'aute Pasifika Trust, LifeLine Waikato and LifeLine New Zealand. She is of Samoan descent with strong roots in the Waikato Region. She is presently a member of the Institute of Directors and a trustee of the Hamilton Christian Night Shelter, Pacific Business Trust, St Joseph's Primary School, and Momentum Waikato Community Foundation.

## **Andrew Clements, Trustee**

A director (lawyer) and Notary Public at Grayson Clements Lawyers, Andrew acts for businesses, charitable trusts, and private wealth clients domestically and internationally. He specialises in structural design, with a focus on ownership, trusts and succession. He is a past New Zealand editorial advisor to the British Trusts and Trustees Law Journal and a full member of the Society of Trusts and Estate Practitioners (TEP). Andrew has managed national and local training providers and consulted at board level in the engineering, educational and philanthropic sectors.

## **Brendon McLean, Trustee**

Brendon McLean is the international business manager at Prolife Foods. Brendon has extensive experience in the fast-moving consumer goods industry in New Zealand, Australia and Asia, bringing with him strategic and commercial knowledge. Brendon has a Bachelor of Commerce in marketing and management. He was also a member of the Community and Enterprise Leadership Foundation programme in 2016, whose mission is to build future leaders who can reimagine a stronger Waikato from a social, environmental, cultural and economic perspective.

## **Anthea Simcock, Trustee**

Anthea has a background in both education and child therapy and was the founding chief executive officer of Child Matters, a role she held for 23 years. In 2012 she was awarded an ONZM for services to children. She has held many local and national roles, memberships and appointments in the social services and NFP sectors and now brings her knowledge and experience to a governance role on the Child Matters board.

## **Sarah-Jane Tiakiwai, Trustee (Te Rarawa, Waikato)**

Sarah-Jane Tiakiwai is the Deputy Vice-Chancellor Maori at the University of Waikato. Sarah-Jane's PhD was in Māori Studies with a focus on Māori success in education. She has over 20 years experience in the tertiary sector as a lecturer, researcher and executive leader working in university and wānanga. Sarah-Jane also spent 7 years as inaugural academic director of the Waikato-Tainui College for Research and Development, an iwi-led academic and research institution which collaborated nationally and internationally with iwi across Aotearoa and indigenous nations around the world on a wide range of development focused programmes and initiatives including early childhood oral health, whānau ora, water, nation building, governance and leadership. Sarah-Jane is also a board member of RAW, Reclaim Another Woman.



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