

# ANNUAL REPORT

2018



**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 and neglect, how to recognise the signs of abuse, or how to respond if 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

To make New Zealand safer for all children and young people so they become flourishing adults.

## Vision

That all individuals and organisations who interact with children and young people are competent to protect and nurture them.



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“When a flower doesn't bloom you fix the environment in which it grows, not the flower.”

– Alexander Den Heijer



## Chair's Report

As the Chair of the Child Matters Board, I continue to be inspired by the purpose, vision and energy of the organisation.

“The challenge for the social sector has always been to be responsive to the needs of the community, while maintaining stability. I believe Child Matters has achieved this balance.”

The Board has guided the organisation through change and increased diversity and through this support, Child Matters has continued to refine internal processes and efficiency, which has provided a solid platform for expanding service delivery.

One highlight from this past year, which I take particular interest in, is the impact Child Matters is having on training cricket coaches and administrators across New Zealand. This is a significant and a most appropriate engagement from New Zealand Cricket, and they are acknowledged for their commitment in making a safer community for our children and young people.

The challenge for the social sector has always been to be responsive to the needs of the community, while maintaining stability. I believe Child Matters has achieved this balance and as a result will be an active force for change regarding child protection issues for many years to come.

I wish to thank the Board for their continued commitment and willingness to engage in a major strategic review to ensure Child Matters remains relevant and dynamic.

The collective expertise of the Board ensures that Child Matters' leadership has the support required to provide consistency in the services delivered and that future projects are strategic, sustainable and responsive to need.

Ngā mihi,

Edgar Wilson  
Chair



## Chief Executive's Report

Working in the social sector, I am constantly aware of the need for this organisation to be agile. Agile in the way that we respond to need, agile in how we work with other not-for-profit organisations, agile in the way we design and deliver services, and agile in the way we fund what we do. Over the last year our team has worked hard to meet this objective.

I am immensely proud of the dedication and talent our team members bring individually. Our leadership team has been intentional about surrounding ourselves with individuals who have a wide range of expertise and I am grateful for their willingness to challenge how we do things, with the goal of always improving.

I am also grateful for the wise and considered governance of our Board. The ever-changing demands of the not-for-profit sector requires governance that is informed and has broad expertise to maintain stability. Child Matters is privileged to have such a Board.

It is evident to me that sustainable projects that will have an impact on New Zealand's child abuse statistics cannot be designed and delivered in isolation. Real impact can only be made by working from within communities with those who insist on change for our children and young people, and who are willing to stay the course through the inevitable challenges that will come before change.

Every community has these individuals and organisations and it is the goal of Child Matters to support them with advice, resources and child protection training. As we work to facilitate and support change at a community level, we also work to keep Government informed of the leadership role they must play in partnering and facilitating this change.

I am reminded of the words of Margaret J Wheatley: "There is no power for change greater than a community discovering what it cares about." Our team are committed to being a part of that change.

Nāku noa nā,

Jane Searle  
Chief Executive

## Our Training Footprint

Child Matters has made every effort to make child abuse prevention programmes available to as many people as possible, providing training courses throughout the country.

The adjacent map shows data collected from July 2017 – June 2018. Over 3,700 people have participated in Child Matters child protection training programmes, workshops and seminars over this time. These programmes have created child protection champions within organisations, institutions, businesses and community groups who are changing the way people think about protecting children and young people.

“The Child Protection Studies Programme has changed my thinking around child abuse and the importance of it within my workplace (kōhanga).”

– Thauris McKeown,  
Te Kiriwera Hana Kohanga  
Reo Chairman

## Child Matters Child Protection Training Programmes – Participation by Region

Total: 3,763



## TRAINING FIGURES



The ongoing delivery of child protection training is crucial if we are to have a society that knows how to look out for its children and young people, take action when needed and follow up to ensure safety.

Type of Child Protection Training	Number of Attendees
NZ Diploma in Child Protection	38
Child Protection Studies Programme	429
Workshops	1,416
Seminars with Partner Organisations	1,817
Webinars	63
<b>Total</b>	<b>3,763</b>

Year of Training	Number of Attendees
2014	2,908
2015	3,935
2016	5,536
2017	5,193
2018	3,763

In the last year, Child Matters has been focused on the development of more diverse services that are tailored to the needs of the organisations we support. During that development period overall training numbers reduced to accommodate the redirection of resource that was required. Examples of these services are the Pitcairn Island Child Safety Review completed in November 2017 and the Protecting our Tamariki sessions for people serving community service.

However, attendance numbers for our five-day Child Protection Studies Programme continue to grow, with a total increase of 47.93% in participant numbers since 2015.

## Training New Zealand's Health Professionals

Health professionals play a major role in New Zealand's response to addressing child abuse and neglect. Having a good understanding of roles and responsibilities, alongside recognising abuse and how to respond effectively, are all important elements in creating environments for children and young people to flourish.

410 health professionals trained 1 July 2017 – 30 June 2018, from 202 organisations and District Health Boards across New Zealand.



**410**  
HEALTH  
PROFESSIONALS  
TRAINED





### Policy Advisory Service



Child Matters has increased its focus on supporting organisations to develop robust and effective child protection policies, employing a dedicated lead child protection policy consultant Kathryn Adams. With a background in family and criminal law, Kathryn has also worked with women at Arohata Prison and for the Parliamentary Services. Kathryn is responsible for providing policy advice and guidance, as well as reviewing and developing child protection policies and procedures for organisations, schools and agencies throughout the country.

### Ko to pito ka puawaitia

A key focus area for Child Matters is our ongoing commitment to developing honest and trustworthy relationships within our communities. Our goal is for the services we deliver to be responsive to the needs of individual communities and to promote the empowerment of people to enable positive change.

We are currently engaged in the development of a pilot programme - Ko to pito ka puawaitia - developing and delivering capability development sessions to Māori and iwi service providers. Ko to pito ka puawaitia is a kaupapa Māori based wānanga delivered by Māori, for Māori, with the aim to educate and empower Kaimahi Māori in child protection.

### Foundations to Safeguarding Children on the Autism Spectrum

Child Matters, in partnership with Altogether Autism, has developed and piloted an introductory workshop for those who work or interact with children and young people on the autism spectrum in a professional or volunteering capacity. The aim is to provide participants with foundational knowledge and understanding of both autism and child abuse, an understanding of the increased vulnerability for children on the autism spectrum, and to help participants develop the skills and confidence to support the safety and wellbeing needs of autistic children and young people, their families and whānau.

### Blind and Low Vision Education Network New Zealand (BLENNZ)

Child Matters is proud to be working with BLENNZ to support their network in creating a culture of child protection, where the safety and wellbeing of children are paramount and embedded in policy and every day practice.

Child Matters is supporting BLENNZ in the development of a robust child protection policy that aligns with best practice and legislative requirements; and has provided training to all regional staff to ensure a consistent and base level of child protection knowledge across the network. BLENNZ staff now have knowledge of how to identify factors of vulnerability and risk when working with children including those who are blind, deafblind, have low vision or other disabilities. They have the knowledge and tools to be able to identify when children or young people are at risk of harm, and confidently take action to promote their safety and wellbeing.

In 2019 Child Matters will be providing training to BLENNZ School and Residential team and supporting the capability development of BLENNZ Child Protection Champions by delivering training that provides information, guidance, resources and strategies to support them in confidently providing advice and guidance to their colleagues, and maintaining an organisational culture of child protection.

### Department of Corrections

Child Matters has continued to work with the Department of Corrections in Hamilton and South Auckland as part of their Community Work and Living Skills Programme, delivering Protecting our Tamariki sessions to those on community work sentences. The purpose of these sessions is to provide participants with information about child abuse and neglect so they are better equipped to look out for children and young people in their whānau and wider community.

### Pitcairn Island

In November 2017, two Child Matters child protection consultants travelled to Pitcairn Island to carry out the bi-annual Child Safety Review. This review involved independently assessing the safeguarding systems, procedures and measures on Pitcairn Island, and the ongoing safety and wellbeing of children on Pitcairn Island.

## OUR PEOPLE



**Jane Searle, Chief Executive**

Jane started her career as a barrister and solicitor, before joining the New Zealand Police. During her career with the NZ Police, Jane worked as a Detective on the Child Abuse Team. Jane has also worked as a counter fraud specialist in the United Kingdom, where she led a team responsible for fraud detection and investigation in the National Health Service. After returning to New Zealand, Jane worked as a trainer and investigator for local government, financial institutions, insurance companies and the health sector, before joining Child Matters in 2015.



**Amanda Meynell, National Services Manager**

Amanda joined Child Matters in 2010. Amanda is a registered social worker who previously worked at Child, Youth and Family, as a social worker, supervisor and site manager, as well as practiced statutory social work in the United Kingdom. She is a member of the Waikato Child Youth Mortality Review Committee and has recently completed a part-time secondment as a Senior Advisor in the Tamariki Advocate Service Design team at Oranga Tamariki – Ministry for Children.



**Gudryn Meyrick, Finance Manager**

Gudryn is the Finance Manager of Child Matters. She qualified as an accountant in 2003 and has previously worked as an auditor for PwC and as an accountant for Heathcoate Appliances. Gudryn has also held accounting and auditing positions in Ireland. Gudryn enjoys working at Child Matters with people who are passionate about educating adults to make a difference to the lives of vulnerable children.



**Moyna Fletcher, Child Protection Consultant**

Moyna joined Child Matters in 2007 after spending 22 years working in child abuse and neglect prevention. She has been the tutor for Child Matters' Child Protection Diploma qualification for the past eight years. She has a special interest in preventing abuse of children with disabilities. Moyna also provides child protection training to the British High Commission for all officials and professionals who travel to Pitcairn Island and has travelled to Pitcairn Island twice for this purpose.



**Alan McGlade, Child Protection Consultant**

Prior to emigrating to New Zealand, Alan worked in the United Kingdom Prison Service. In New Zealand, Alan has 25 years' experience with the New Zealand Police. After he qualified as a detective, Alan specialised in serious child abuse investigation. Additionally, Alan spent five years as the domestic violence mentor to Vanuatu, spending time both in-country and remotely driving improvements in legislation, policy and best practice.



**Helen Heta, Child Protection Consultant**

Helen has 18 years' experience working with perpetrators of abuse, their victims, and their whānau and children, including positions with Te Whakaruru Māori Women's Refuge, Waikato Women's Refuge, Family Works Waikato and the Department of Corrections. Helen joined Child Matters in January 2018 and draws on her immense experience working with both perpetrators and victims of abuse when developing and delivering her training.



**Anaru Gray, Child Protection Consultant**

Born, raised and educated in the Waikato, Anaru is strongly linked to mana whenua tribes associated with Hamilton. Steeped in bicultural concepts and frameworks, Anaru enhances and supports Child Matters services, particularly from a tangata tiriti - 'people of the treaty' - perspective. He has 25 years of community and social work experience, mostly with government and non-government services, including 16 years at Te Wānanga o Aotearoa.





**Britty Vercoe-Payne, Child Protection Consultant**

Britty has extensive experience as a social worker, having worked in various roles including as a supervisor at the Child, Youth and Family National Contact Centre. Britty also has experience working in the health sector as a social worker at Tauranga Hospital. She hails from Te Arawa in Rotorua.



**Kathryn Adams, Child Protection Policy Consultant**

Kathryn's role involves writing and reviewing child protection policies for organisations, schools and agencies throughout the country, as well as providing advice and guidance on all child policy related matters. Prior to working at Child Matters, Kathryn practiced as a barrister and solicitor in Porirua where she specialised in family and criminal law, representing clients who came from a wide range of socio-economic and cultural backgrounds.



**Tracey Goodrick, Relationship Manager**

Originally from Zimbabwe, Tracey spent 11 years in banking in Johannesburg, South Africa. In 2003, Tracey immigrated to New Zealand and was involved in a family business on the North Shore in Auckland. In 2007, Tracey returned to the corporate world, spending a number of years in sales and business development. With her sales and business background, Tracey joined the team at Child Matters in 2015, to focus on marketing the child protection courses and building strong relationships with clients.



**Jan Marr, CRM and Systems Manager**

Jan has been at Child Matters for over three years and is now the CRM and Systems Manager responsible for analysing and assessing Child Matters' processes and systems, so the organisation is able to work "smarter not harder". Jan started her career in travel, and after travelling extensively overseas, has worked for local utility and network distribution companies and the University of Waikato, where she was often involved in process improvement.



**Yvonne Milroy, Sponsorship Co-ordinator**

Yvonne has recently returned to Child Matters as a part-time Sponsorship Co-ordinator after covering maternity leave for the Executive Assistant in 2017. Yvonne secures the funding that allows us to run our child protection courses nationwide throughout the year. Yvonne has a marketing degree, a background in law, and a long association working with not-for-profit organisations, particularly in the arts and education sectors. A published author, Yvonne is also a freelance copy writer and an aspiring historian.



**Antoinette Brandt, Office Administrator**

Antoinette provides administrative support to the Child Matters team and is the first point of contact when ringing Child Matters. Antoinette comes from an administrative background having formerly worked for Inland Revenue and a private tax consulting firm. Antoinette uses her skills to support the work of educating to prevent child abuse in New Zealand.



**Ainsley Day, Executive Assistant**

Ainsley is the Executive Assistant to Jane (Chief Executive) and Amanda (National Services Manager). She has a degree in Communications and a strong administration and human resources background. Ainsley has worked with a number of not-for-profit organisations, including Hospice Waikato. She has worked for Child Matters since March 2016, with a short maternity break in 2017.

# COMMUNICATION INITIATIVES

## In the Media

Media have a considerable part to play in changing the way child abuse is understood and perceived in society. Child Matters has continued to play an active role by working closely with New Zealand media to support reporting across all channels to be informed and accurate, increasing society's understanding of child protection issues.

**THE DOMINION POST**

Franklin County  
**NEWS**

**THE HITS**

**nzherald.com.nz**

**The Northern Advocate**

**The Timaru Herald**

**Hamilton NEWS**

**Hamilton Press**

**Manawatu Standard**

Marlborough  
**Express**

**1 news now**

Newstalk  
**ZB**

**Otago Daily Times**

**THE PRESS**

**RADIO HAURAKI**

**Ruapehu Press**

**SCOOP**

**stuff**

TARANAKI  
**DAILY NEWS**

**Waikato Times**



# facebook

## Website

Child Matters will soon launch a new website that will focus on demonstrating the expertise and experience of the organisation in delivering training, policy and consulting services.

The new website will help to raise awareness of child abuse and neglect in New Zealand, while also communicating our national charitable status.

It speaks directly to our key target audiences including frontline staff (e.g. teachers, nurses, social workers, police), local communities, philanthropic organisations, government, and the media.

## Facebook

The Child Matters Facebook page has been managed by social agency FUSE since September 2016. The page has consistently had an audience that is 85% women, with majority of those women between the ages of 35-44. All image and video content on the page is organic, created with our audience in mind. We aim to educate, inspire, and encourage support within communities across New Zealand.

This past year, we have focused more content towards our 18-24 aged audience by highlighting relevant messages, as well as continuing to collaborate with other non-profit organisations. Since September 2017, we have received a 3% increase in page likes from this audience. Moving forward we aim to continue to spread relevant, insightful content that engages our audiences and encourages post shares.



## HIGHLIGHTS AND EVENTS

“ In order for our children to flourish, we must ensure that their roots are planted, they are tended to, cared for and protected. ”

– Trina Maxwell, Ministry of Education Senior Advisor

### High Tea

On Thursday 1 March, approximately 70 people indulged in a decadent high tea to celebrate New Zealand Children's Day, and to raise funds for Child Matters.

Guests were treated to a high tea donated by eateries Amano and Milse, while being serenaded by Kiwi songstress, Annah Mac. Attendees also had the opportunity to hear from guest speaker Kathryn Berkett, a neuroscience and child psychology expert.

The event raised \$9,000 for Child Matters to continue advocating for the rights of children and young people, as well as provide training, policy and consulting services to create child protection champions throughout New Zealand.

### Networking Breakfast

Thanks to the generous support of The Verandah Café, Child Matters hosted a number of local non-governmental organisations for a breakfast presentation in August 2018. The breakfast was an opportunity to update attendees on the current child protection landscape in New Zealand, including providing guidelines for developing a robust child protection policy.

### Child Matters Golf Day

In December 2017, Child Matters held its charity golf day at the Ngaruawahia Golf Club. Players enjoyed a beautiful sunny day on the course, complete with a sausage sizzle. The day finished with a charity auction of items generously donated by local businesses. The event raised over \$9,000 to help Child Matters develop and deliver child abuse prevention programmes in New Zealand.



# SPONSORSHIP AND SUPPORT

It is only through the generosity of many funders and philanthropic trusts, individuals and organisations that Child Matters is able to continue to undertake its work. We are extremely grateful not only for the financial support but for the invaluable time, expertise and resources that have been so generously donated to help Child Matters protect New Zealand's children and young people.

## Expert Advisory Group

Child Matters' expert advisory group brings together key stakeholders who offer their expertise and advice on the progress and direction of Child Matters' deliverable outcomes. This valuable feedback allows Child Matters to identify areas of future development opportunities, be aware of potential barriers and ensure the organisation has a clear vision of its achievements and direction.

## Partnerships that work

### Kiwi Commercial Cleaning



"A percentage of our monthly turnover goes towards supporting Child Matters. This approach to funding is to constantly remind us that our work has meaning beyond just us; for every office we clean and toilet we scrub, all of us at Kiwi Commercial Cleaning know that vulnerable children are being protected from terrible harm. We feel connected to a bigger family and that makes us feel good! Sounds selfish, but it works!"

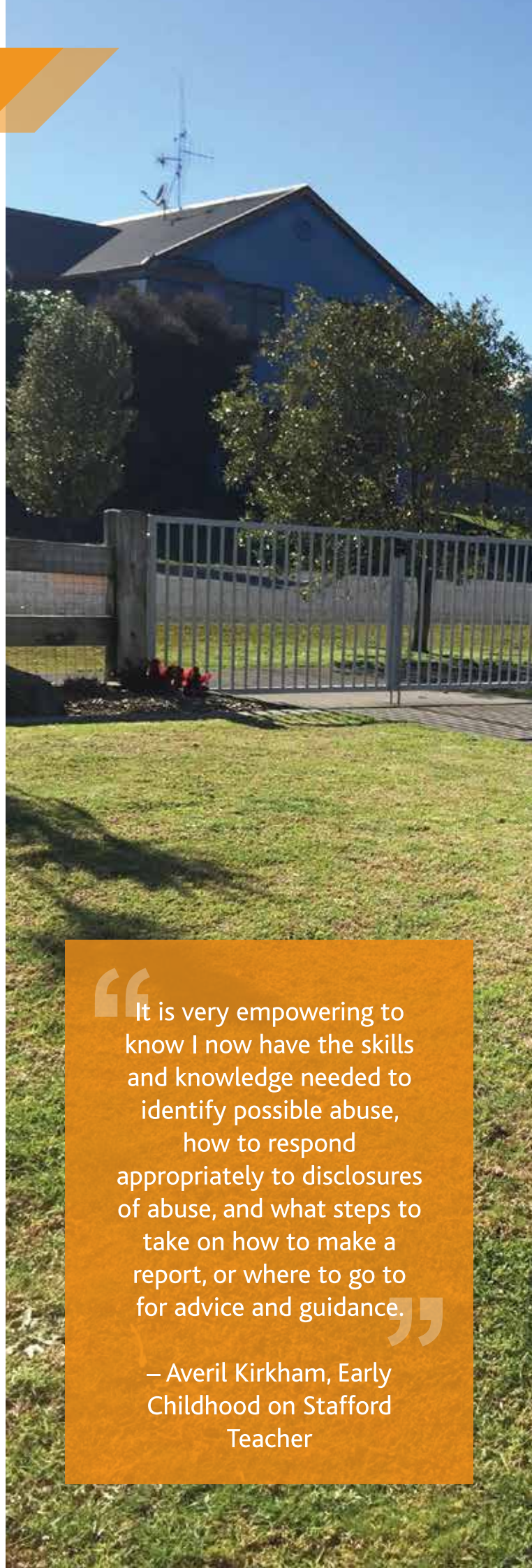
### The Verandah Café



"The Verandah Café has chosen Child Matters as a charity to work with as the message they deliver and the training they provide is, unfortunately, essential in today's society. Child Matters is a proactive, empowering organisation that see value in developing partnerships with like-minded organisations, and supporting those who help them.

Not only do we get to help a wonderful organisation that in turn helps others, we have also seen a flow on effect for our own business that will make this partnership sustainable long into the future.

We look forward to a long and rewarding partnership with Child Matters as they deliver child protection training, community education and influence a societal change for the protection and wellbeing of our children."



“It is very empowering to know I now have the skills and knowledge needed to identify possible abuse, how to respond appropriately to disclosures of abuse, and what steps to take on how to make a report, or where to go to for advice and guidance.”

– Averil Kirkham, Early Childhood on Stafford Teacher





## FINANCIAL MATTERS

“The knowledge and confidence I now have has enabled me to seek, and secure, appropriate support for children and parents.”

– Rosemary Crockett,  
Redwoodtown School Teacher

In the 2018 financial year, Child Matters had an income of \$1,576,682 and made a contribution to equity of \$341,742. 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

2013	2014	2015	2016	2017	2018
\$1,887	\$34,788	\$33,484	\$78,550	\$175,083	\$341,742

For the last three 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 nearly a quarter of Child Matters' income.

### Sources of Income 2018

Student Fees	\$381,588	24%
Grants and Scholarships	\$321,450	20%
Government Funding	\$214,301	14%
Fee for Service	\$612,167	39%
Other	\$47,176	3%
<b>Total</b>	<b>\$1,576,682</b>	

### Sources of Income

	2014	2015	2016	2017	2018
Student Fees	15%	11%	21%	20%	24%
Grants and Scholarships	20%	19%	18%	27%	20%
Fee for Service	39%	47%	40%	38%	39%





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

Edgar Wilson has 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 Education and Social Development School at Waikato Institute of Technology (Wintec). Currently, he is the Regional Engagement Manager at Wintec. He is also the Deputy Chair of Trust Waikato, Chair of Trust Waikato audit and finance committee, and Chair of K'aute Pasifika Trust.

### **John Bailey, Trustee**

John Bailey has a master's degree in education with a focus on children with special needs and educational leadership. John is retired from the student support team with the Ministry of Education. John's teaching background has been in primary schools, spending 20 years as a school principal in rural and city schools.

### **Andrea Twaddle, Trustee**

Andrea Twaddle is a director, specialist employment and health and safety lawyer at Davidson Twaddle Isaac Lawyers. Andrea is frequently sought as an educator on legal issues, presenting to industry seminars and conferences, including the New Zealand Law Society, as well as providing guidance to other professional advisors, directors, and leadership teams. Andrea is a guest lecturer at the University of Waikato, and co-convenor of the Waikato / Bay of Plenty branch of the New Zealand Law Society Employment Law Committee.

### **Andrew Clements, Trustee**

Andrew is a trust and business lawyer who has been New Zealand's editorial advisor to the British Trusts and Trustees Law Journal. He has managed national and local training providers and consulted at board level on management systems and strategy in the educational and non-government organisation sector (New Zealand and cross-border). A partner at Grayson Law, he has a developing focus on governance and leadership in addition to private client work and business structuring.

### **Anthea Simcock, Trustee**

Anthea has a background in both education and child therapy. She is a member of the Aotearoa New Zealand Association of Social Workers, the Institute of Directors and the Paediatric Society of New Zealand. Anthea was the founding Chief Executive Officer of Child Matters, a role she held for 23 years. Anthea now brings her knowledge and experience to a governance role on the Child Matters Board.

### **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.

### **Rachel Karalus, Trustee**

Rachel has practiced as a litigation lawyer for over a decade, in Auckland, Wellington and Waikato. During that time, Rachel has been committed to serving the community through various governance roles, including on the boards of K'aute Pasifika Trust and Lifeline New Zealand. Rachel is currently the Chief Executive of K'aute Pasifika Trust.

### **Moko Tauariki, Kaumātua**

Moko is a social worker with many years' experience working within government and non-government organisations. Although he is no longer a full time practitioner in the field, he continues to advocate for vulnerable tamariki and whānau. This includes working with the Department of Corrections and the reintegration of prisoners back into society, as well as the formation of the Mokopuna Ora strategy, a partnership between Waikato Tainui and Oranga Tamariki - Ministry for Children that looks to keep children within whānau care. Moko recognises the importance of tikanga (custom) and kawa (protocol) within all tribal regions throughout Aotearoa.



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