



# Child Matters

EDUCATING TO PREVENT CHILD ABUSE

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## Annual Report

# 2017







## The Role of Child Matters

Child Matters is a non-profit charitable organisation and private training establishment that has been providing guidance, advice, education, consultation and support since 1994.

Child Matters has trained over 30,000 adults to recognise when children and young people are at risk or have suffered abuse, and to have the skills, knowledge and confidence to take action. By upskilling the workforce, community and whānau, Child Matters delivers Government directed outcomes for vulnerable children and young people.

The training delivery is outcome focused, partnership led and evidence based. Child Matters assists the workforce with the

delivery of child protection training, policy and consultancy services; and community organisations such as other not-for-profits, sporting and volunteer organisations to implement policies, processes and safe working practices.

The organisation also seeks to engage in community collaborations that support whānau to create safe environments for children and young people.

Child Matters has raised awareness of child protection issues, has advocated for children and young people at the highest levels and has encouraged meaningful changes in policy and legislation to make New Zealand a safer place.

### Purpose

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

### Vision

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



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“Change will not come if we wait for some other person or some other time. We are the ones we have been waiting for. We are the change that we seek.”

– Barack Obama







Edgar Wilson

Chairman



Jane Searle

Chief Executive Officer

## Chairman's Report

It is a privilege to return to the Child Matters board, in the capacity of chairman. This is an exciting time of transition for the organisation and this is reflected in our new way of working and new board members who bring with them a wide scope of experience and expertise.

This year, we have said farewell to Anthea Simcock, Child Matters' founder and former chief executive officer. Anthea's dedication and commitment to preventing child abuse is why we do what we do and we are grateful for the legacy she has left. Jane Searle has taken up the mantle of chief executive officer, and is committed to continuing the work that Anthea started 23 years ago.

There were other changes to the Child Matters board, with Neil Richardson stepping down as chairman. We are grateful to Neil for the vision, business nous and strategic advice he brought to the board. The board made a strategic decision to find new members from outside the sector, to bring business acumen and a wider set of expertise, and we are fortunate to welcome two new board members who bring these attributes – Rachel Karalus and Brendon McLean. Sadly, our kaumātua John Ahu passed away recently. We are grateful for the wisdom and guidance he gave this organisation over many years. The board welcomes Moko Tauariki to the role of kaumātua.

In recent months, the Child Matters board has focused on refining the purpose and vision for the organisation. There is now a more holistic and collaborative approach to what we do. As a board we recognise that our key responsibility is to ensure Child Matters' purpose, "to make New Zealand safer for all children and young people so they become flourishing adults", is at the centre of every decision we make and stays at the core of the services we deliver.

Our purpose is ambitious and long term. As a board, we are committed to providing governance that is strategically focused to ensure the relevance and longevity of Child Matters, to enable it to continue to strive to protect those who are our future.

I thank the board members for their continued thoughtful governance and support.

Edgar Wilson  
Chairman

## Chief Executive's Report

In my two years with Child Matters I have always been aware of the organisation's strong sense of purpose and vision. Our team's desire to increase the capability of New Zealanders to protect our most vulnerable children and young people has never changed, and I am proud to work with a dedicated and professional team who are invested in what we do.

We operate in a sector that demands agility and a more responsive approach. For the last 12 months we have been assessing all aspects of our organisation to increase efficiency and to better measure the effectiveness of the services we deliver. As a result, we are working in a more collaborative and evaluative way with other like-minded organisations. While we are still focused on continuing to deliver child protection training, we recognise the need to be innovative in how we integrate the skill set our people have with the services of other organisations who work in the social sector.

During this process I have been grateful for the guidance of an astute and strategic board, who donate their time to give governance and accountability to what we do. None of what our team achieves would be possible without their support or that of the funders and businesses who give generously to this organisation. That support, whether financial or advice and professional expertise, is essential for allowing us to deliver the services we do.

My greatest fear is that as a society we will label the issue of childhood abuse and trauma as too big an issue to solve. More than ever, now is the time for the social sector, Government and the wider community to coordinate their efforts and to push forward with new initiatives. I believe that safe communities for our tamariki are possible and that New Zealanders want to achieve this. This organisation is committed to fulfil our part in that collaborative effort to achieve that goal.

Jane Searle  
Chief Executive Officer



## Our People

Child Matters is only able to deliver the level of excellence it has achieved because of the quality of all those who work, volunteer and support the organisation. Our team is dedicated and has a range of expertise and experience working with children and young people which we use to deliver child protection training programmes to professionals, community groups and those working directly with whānau.

### Jane Searle – Chief Executive Officer

Jane started her career as a barrister and solicitor, before joining the New Zealand Police as a detective on the child abuse team. Jane has also worked as a counter fraud specialist in the United Kingdom, where she headed a team responsible for fraud detection and investigation. 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 July 2015.

### 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.

### Amanda Meynell – National Manager, Child Protection Education and Advisory Service

Amanda Meynell joined the team at Child Matters in July 2010. Amanda is a registered social worker who previously worked at Child, Youth and Family as a social worker and social work supervisor. She has also practiced statutory social work in the United Kingdom. She is a member of the Waikato Child Youth Mortality review group and is currently seconded part-time as a senior advisor in the Tamariki Advocate Service Design team at Oranga Tamariki.

### Dannielle Bailey – Child Protection Consultant

Dannielle is a registered social worker who has worked in South Africa, Holland and Tanzania. In New Zealand, a large proportion of Dannielle's practice has been working in south Auckland. Here she has supported young people who have offended and/or are in gangs to complete their police diversionary and Child, Youth and Family's Youth Justice plan, to discover pathways to change.

### Moyna Fletcher – Child Protection Consultant

Moyna joined Child Matters ten years ago after having spent 22 years working in child abuse prevention. She has been a tutor for the Diploma in Child Protection Studies 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.

# Facilitation, Training and Consultation

## Our Training Footprint

Child Matters has made every effort to make child protection training programmes available to as many people as possible, providing workshops and seminars throughout the country.

The adjacent map shows data collected from 2015 – 2017. Approximately 10,729 people have participated in Child Matters' child protection training programmes. 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.

# Child Matters Child Protection Training Programmes – Participation by Region



“ I gained a much deeper understanding of how vulnerable children and young people are, how reliant they are on the adults in their lives and the devastating effects that abuse of trust can have on their long term development.”

– Kimberley King,  
Sport Otago

# Child Protection Training Programmes

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. Child Matters delivers training programmes to meet this ever widening demand.

## Diploma in Child Protection Studies (NZQA Level 5)

The Diploma in Child Protection Studies is NZQA accredited, and the only undergraduate child advocacy qualification available in New Zealand. The course consists of six one-week blocks over a year. It is designed to develop leaders in child protection and add value to an organisation by demonstrating a commitment to keeping children safe, and giving an opportunity to become an integral part of the community by providing expertise in child-centered best practice.

## Child Protection Workshops (public and/or hosted)

The one-day Child Protection Workshops are short targeted courses designed to provide introductory level information about specific child protection related subjects, such as the different categories of child abuse and providing the skills, knowledge and confidence to identify and respond to a child who may be at risk. These workshops are scheduled for specific dates and locations; however, can be customised for organisations, groups and communities.

## Child Protection Studies Programme (NZQA Level 3)

The Child Protection Studies Programme is an NZQA accredited five-day course designed to provide a comprehensive overview of child protection issues in New Zealand, providing a broad base of skills, knowledge and confidence to identify and respond to suspected cases of child abuse.

## Working Together Seminars

The free Working Together Seminars are designed for professionals working with children, including teachers, health workers, and social service providers. In partnership with the Ministry for Vulnerable Children, Oranga Tamariki, these seminars provide an opportunity to create a child protection network in each community. Exploring the current landscape of child protection, what defines a vulnerable child and the role each person has in keeping children safe, these seminars provide a great foundation in how we can work together to keep our children and young people safe.

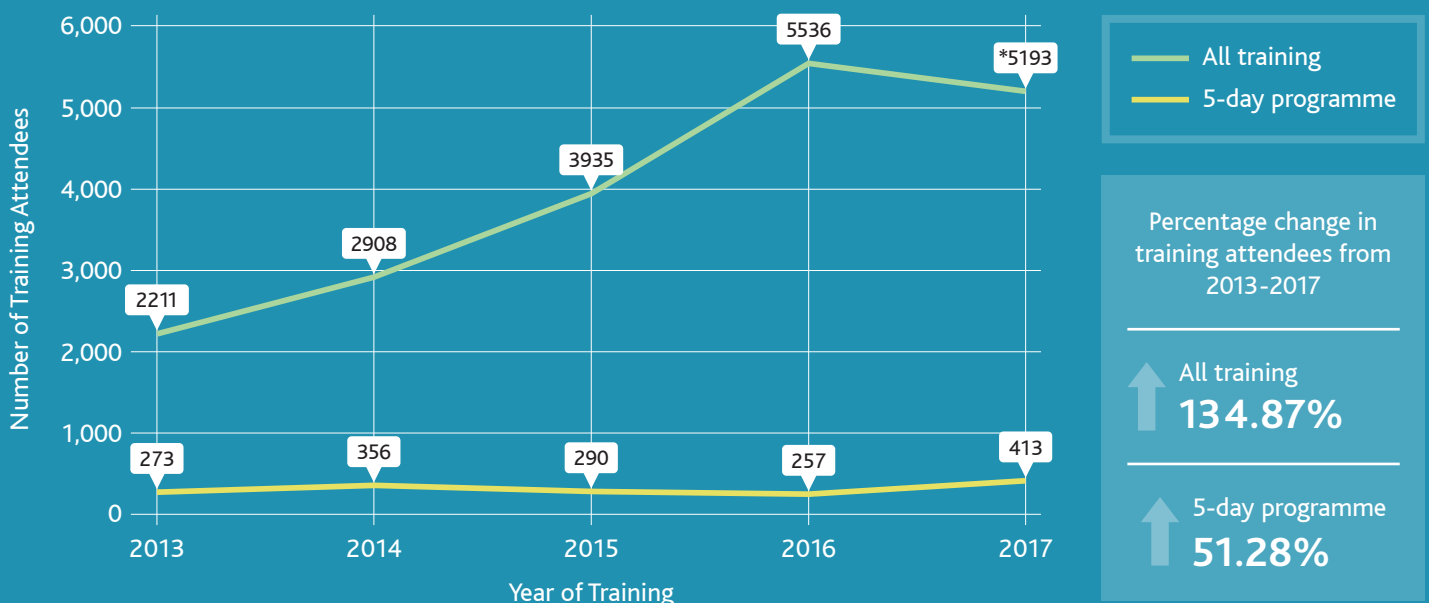
### People attending all training courses 2013 – 2017

Over the past five years, Child Matters has seen a combined 134.87 per cent increase in training numbers across all its training courses, providing guidance, advice, education, consultation and support to approximately 19,783 people.

\*In the 2017 financial year, while Child Matters has maintained the targets of their key training, there has been a slight decrease in Child Matters' training numbers due to the completion of three yearlong contracts in 2016.

### People attending five-day programmes 2013 – 2017

Child Matters' core five-day Child Protection Studies Programme, which develops crucial child protection champions, has seen an increase of 51.28 per cent since 2013. This past year, we have seen an encouraging increase of 60.70 per cent, attributed to increased sponsorship of our programme.



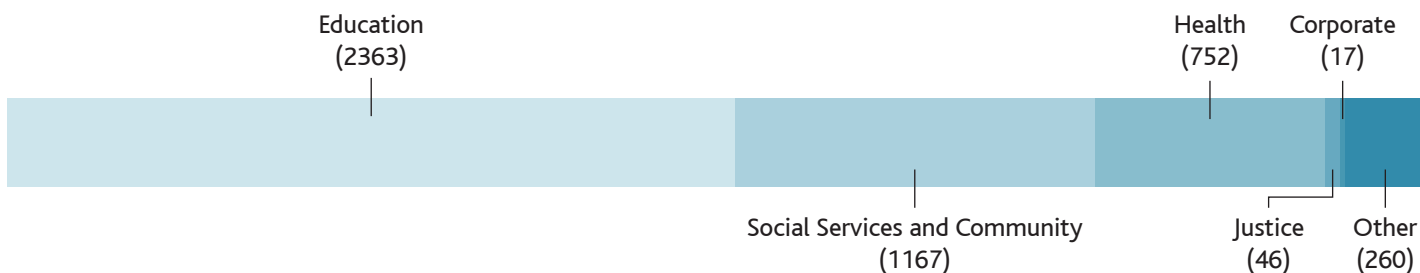




## Our Child Protection Champions' Background

This financial year, more people than ever before have attended training from the education sector, followed by social services and community, and health. These are important sectors for Child Matters to provide training to as they make up New Zealand's front line. Having the knowledge and confidence to identify and respond to suspected cases of child abuse is the first step in keeping our children and young people safe.

What sectors do our attendees work in?



### Training New Zealand's teachers

Those working in the education sector can play a key part in New Zealand's response to addressing child abuse. Having a good understanding of roles and responsibilities alongside recognising signs of abuse and how to respond effectively are all important elements in creating environments for children to flourish.

#### New Zealand's Teachers Trained



**509**

509 TEACHERS TRAINED



**268**

FROM 268 SCHOOLS





# Child Protection Training Impact in Society

Child Matters has cemented its place as a world-class provider of training, policy and consulting services, forming innovative and strategic partnerships with organisations that are committed to active collaboration in order to achieve the same purpose.

## Ministry for Vulnerable Children, Oranga Tamariki

The Expert Advisory Panel report set out recommendations for the operating model for the new Ministry for Vulnerable Children, Oranga Tamariki and subsequent legislative changes. The new ministry is currently in the process of designing, developing and establishing Transition Support services. These services will offer support to young people who are transitioning to adulthood by ensuring that they are equipped with the necessary skills, knowledge and emotional support they need. Our national manager Amanda Meynell is currently on secondment part-time to Oranga Tamariki as a senior advisor in the national Tamariki Advocate Service Design team focused on transition support.

## Supporting the development of child protection advocates

In partnership with the Ministry of Education, Child Matters and Aviva Family Violence Services have commenced the co-design and development of a Community Child Protection and Wellbeing programme in the eastern suburbs of Christchurch. This pilot project is focused on developing the understanding, confidence, and skills of those closest to vulnerable children (their whānau, caregivers, and educators) and supporting the development of whānau and community-based child protection advocates. By developing community child protection advocates, the programme aims to prevent child vulnerability and harm, and support safer children, families, whānau and communities.

## New Zealand Diploma in Child Protection

Child Matters has worked alongside the New Zealand Qualifications Authority (NZQA) and industry training organisation, Careerforce, to develop a nationally owned and available standalone child protection qualification on the NZQA framework. From 2018, Child Matters will be delivering the new Level 5 New Zealand Diploma in Child Protection. Children rely on adults to identify and respond to their needs and to make appropriate decisions about their safety and wellbeing. Child Matters' programme of study aims to contribute to the prevention of child abuse and neglect by promoting the rights of children through child-centred practice and advocacy.

## Supporting the education sector

Child Matters continues to prioritise supporting the education sector, through the upskilling of teaching staff to identify and respond to child abuse, and supporting schools and early childhood education centres to create safe environments for children. Our support has included the provision of whole of school and centre training, professional development, provision of resources and the development of child protection policies.



“Children rely on adults to identify and respond to their needs and to make appropriate decisions about their safety and wellbeing.”

# Making Inroads

Working closely with areas of the community that require specialised assistance continues to be a priority for Child Matters. Many of these projects are long term commitments, with the team at Child Matters providing this service within New Zealand, as well as off shore.

## Department of Corrections

Child Matters worked with the Department of Corrections (Waikato) 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 in their whānau and wider community.

Sessions include the role of Oranga Tamariki and are designed to address common misconceptions about the role of social workers. This year, we delivered 11 sessions. The feedback from participants

and corrections staff showed significant participant attitudinal changes and an increase in knowledge regarding child protection issues.

## Pitcairn Island

Child Matters has been delivering training to professionals and residents on Pitcairn Island since 2008. The British High Commission recently appointed Child Matters to undertake a bi-annual Child Safeguarding Review on Pitcairn Island. Child Matters staff will travel to Pitcairn Island in November 2017 to review the ongoing safety and wellbeing of the children on the island.

## How Can I Tell?

This year, to coincide with the introduction of the new Ministry for Vulnerable Children, Oranga Tamariki, Child Matters has updated and published the seventh edition of How Can I Tell, a guide to keeping children safe. This publication provides information about what makes children vulnerable to abuse, outlines indicators of child abuse and neglect,

and provides advice around taking action when child abuse is suspected. We aim to make this publication available in te reo Māori in the future.

## Child Matters on Facebook

The Child Matters Facebook page has been managed by social media agency FUSE since September 2016. The page currently has an audience of 85 per cent women, with 30 per cent of those women aged between 35-44. Each post aims to educate, inspire, and encourage support within communities across New Zealand. Since September 2016, the page has seen an additional 491 likes, attributed to organic content. Image and video posts tend to see the most engagement, as well as collaboration with and sharing content from other organisations.

Moving forward, we aim to increase our 18-24 audience to begin communicating with youth and highlighting relevant messaging to this group, as well as continuing to collaborate with other non-profit organisations.

## In the Media

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

### TV

Almost 60,000 people tuned in to watch



### RADIO

Almost 1.5 million people listened in on



### PRINT

Over 1 million people read





## Events and Highlights

Child Matters has played an active role in the community throughout the year, organising and hosting events with organisations that are committed to achieving the same purpose. We believe that as individuals and communities, we all have a role to keep children safe; there is not one agency that can do it alone but together we can genuinely make a difference.



### Child Matters' Golf Day

In November 2016, Child Matters ran its first charity golf day. The success of this event has meant the event will now be held annually, which includes a charity auction where items are donated by businesses who generously support Child Matters. All proceeds are donated to Child Matters to help develop and deliver community-focused projects.

### Roadshow for Volunteers and Volunteering Organisations

Child Matters and Community Networks Aotearoa jointly delivered a nationwide roadshow to 13 centres around the country earlier this year, educating and informing hundreds of volunteers about their roles and responsibilities when working with children and young people. The 90-minute presentation included information on how to write policies, how to safety check workers and where to find resources and information.

### Anthea's Farewell

A farewell was held for outgoing chief executive officer and Child Matters' founder Anthea Simcock, at the Verandah Café and Function Centre at Hamilton Lake. Many past and present colleagues gathered to celebrate Anthea's incredible achievements during her 23 years in the role. During her time, Child Matters has grown from a three person team to an organisation that delivers services nationally. The organisation has won countless awards for its work in the sector; and Anthea was awarded a New Zealand Order of Merit for services to child welfare.



“There can be no keener revelation of a society's soul than the way in which it treats its children.”

– Nelson Mandela, Former President of South Africa



## The People Who Make it Happen

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.

“As individuals and communities, we all have a role to keep children safe; there is not one agency that can do it alone but together, we can genuinely make a difference.”





## Sponsorship and Support



Sir Campbell and  
Lady Leila Wylie Foundation





Photo: Chris Williams

## Financial Matters

In the 2017 financial year, Child Matters has a current year income of \$1,670,295 and a contribution to equity of \$175,083. 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.

### Five Year Surplus

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

### Sources of Income

For the last two years, over half of Child Matters' income has come from contracts to deliver training and advisory services. Clients purchasing these services, which include workshops, programmes and seminars, policy design 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 one fifth of Child Matters' income.

### Sources of Income 2017

Student Fees	\$336,674	20%
Grants and Scholarships	\$449,515	27%
Government Funding	\$222,060	13%
Fee for Service	\$635,228	38%
Other	\$26,818	2%
<b>Total</b>	<b>\$1,670,295</b>	

### Sources of Income

Sources of Income	2013	2014	2015	2016	2017
Student Fees	15%	15%	11%	21%	20%
Grants and Scholarships	26%	20%	19%	18%	27%
Fee for Service	34%	39%	47%	40%	38%



# Governance

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.



## Edgar Wilson, Chairman 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 schools for the School of Education and Social Development at the 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.

## Anthea Simcock, Trustee

Anthea has a background in both education and child therapy. She is a member of the 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.

## 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.

## 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 officer of K'Aute Pasifika Trust.

## Moko Tauriki, Kaumātua

Moko Tauriki is a well-qualified and experienced former social work practitioner 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 that looks to keep children within whānau care. Moko recognises the importance of tikanga (custom) and kawa (protocol) within all tribal regions throughout Aotearoa.

