



Annual Report

2021

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

This year has been a challenge for all New Zealanders and for the Social Sector there have been increased organisational challenges along with increased need. I am proud of the way Child Matters has met the need to be agile and has ensured that the last year has been a productive and innovative one. The organisation continues to strive to ensure that their services increase the knowledge and confidence of our communities to protect the safety and wellbeing of our children and young people.

The financially sustainable model that the organisation has developed has never been so necessary than in the current environment and has future-proofed the organisation.

I wish to thank my fellow Board members for the commitment and wisdom they bring to their role. The breath of their expertise has continued to be an asset for ensuring strategic delivery and growth.

The need for an organisation such as Child Matters has never been greater. Abuse rates of New Zealand's children are not reducing and there are increased social pressures on our most vulnerable families and in particular children. As a board we are committed to our role in supporting the organisation providing professional training services, being vocal in the call for change and instrumental in helping inform the necessary debate.

Best regards
Edgar Wilson JP, MA



Chief Executive's Report

As I write this the Government has just released another review into Oranga Tamariki. The key issue is not the recommendations themselves, (as they are largely expected outcomes) but how will change be implemented that will ensure that support given to our most at risk families and whanau has real and positive impact. This cements the role of organisations such as Child Matters and the duty we have as independent voices for the Wellbeing of Children and Young People. Our role is not just to provide support by delivering training and advice in Child Protection, but also to ensure that we continue to work with and keep Government accountable for the change needed.

In our 27th year Child Matters has continued to evolve to ensure we understand the social environment and the stresses that not just our families and communities face, but also those NGO's and community organisations who work to provide critical support at the frontline.

This year Child Matters has delivered more online services, donated more free services to the social sector and partnered with funders to offer more fully funders services that ever before. We have also increased the services we offer by developing training that supports front-line workers with understanding trauma and a focus on supporting workers regarding selfcare and their professional decision making in a COVID world.

Our team have continued to work with professionalism and commitment, and I wish to thank each of our them for their role in ensuring seamless delivery of services in another COVID year.

Our board have continued to offer their collective business acumen and professional advice along with their passion for the work we do. The growth and diversification of the organisation over the last 3 years could not have been achieved without their support and generously given time.

There is much that is unknown in the current environment, not just COVID, but also changes to the health system, Oranga Tamariki, the public debate regarding uplifts of children and the response required from Government agencies. The reality is the systems we currently have are outdated, transactional and under resourced. Increasing training, resources and capacity is key to our national and regional response. Our strategic goal is to provide services that assist with meeting that need.

Naku noa na
Jane Searle

KEY STRATEGIC FOCUSES

Effecting Change to Prevent Abuse and Neglect



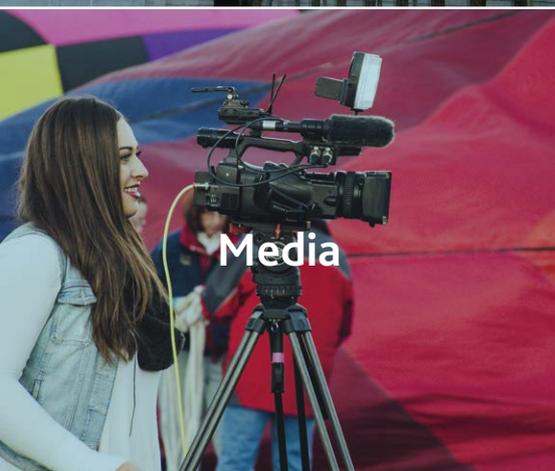
- Deliver culturally responsive community programmes that improve child and whānau wellbeing
- Support community organisations providing services to children, young people, their family and whānau
- Provide consultation support and advice to individuals regarding abuse and neglect issues
- Set the benchmark 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



- 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



- 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



- 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

COVID-19 RESPONSE

The safety of the Child Matters team and students has been the highest priority. Child Matters developed a detailed and agile COVID response plan allowing the team to continue to deliver training throughout the entire country, mindful of the differing alert levels. The New Zealand Diploma in Child Protection delivery in Auckland and Hamilton has also been adapted to meet COVID requirements and the needs of students.

Child Matters has extensively canvassed partner organisations to understand the issues that COVID has brought to the social sector. In response, Child Matters has diversified service delivery and is offering training in trauma and self-care. The ongoing development of face-to-face training and online learning has ensured the continuation of service delivery and surety for students.

Scan in with the NZ COVID Tracer app
Matawaitia te QR Code



Child Matters

480 Anglesea Street, Hamilton Central, Hamilton

Scanning protects what you love
Tiaki ōku taonga

Scan in with the NZ COVID Tracer app
Matawaitia te QR Code

Te Kāwanatanga o Aotearoa
New Zealand Government

**Mā tātau
katoa e
ārai atu te
COVID-19**





Child Matters successfully launched the first of a series of online training workshops. They are pre-recorded and once purchased may be viewed at any time. Since the launch, the online training has been delivered across sectors including education, health, Government and the social sector. Organisations are using the training as baseline training for any person who works or interacts with children and young people or as a refresher for anyone who has previously received training.

The first course is called "Introduction to Child Protection in New Zealand" and features those with lived experience of childhood abuse and trauma sharing their story alongside a professional Child Protection consultant giving guidance on how to identify and respond to Child Protection concerns. Demand has increased week on week and feedback has been exceptional.



It was great to hear from people with lived experiences, and the vulnerability they shared about the ongoing struggles and learning they continue to face in their life.



I am unsure what I was expecting; I have done many Child Matters short programmes within the Early Childhood Sector and within Social Work. However, I found this course captivating and believe that every professional, and maybe everybody should be able to participate in this learning module. The way it has been put together was really powerful. The start with the News highlights about the children who have been abused and their deaths in New Zealand really sets the scene and brings the issue to life!



I have done a couple of Child Matters courses now and always find they are great refreshers of what we already know, but I still always something new from the information presented. The descriptions and detail Child Matters uses with regards to abuse is a necessary reminder and always hits home the importance of our roles in safeguarding and protecting our tamariki.

Our Training Footprint

The map below shows data collected from July 2020 to June 2021. Child Matters ran 172 child protection diplomas, programmes, workshops, seminars and presentations in this period. The majority were public courses, but since the onset of COVID-19, there has been a sharp increase in the demand for in-house training.

Child Matters Child Protection Training Programmes

Participation by Region



TRAINING FIGURES

Region	Course	Number
Northland	Child Protection Studies Programme	1
	Identifying and Responding to Vulnerability and Child Abuse Workshops	1
	Working Together for Vulnerable Kids Seminars	4
Auckland	Child Protection Awareness Presentations	5
	Child Protection Studies Programmes	7
	Identifying and Responding to Vulnerability and Child Abuse Workshops	25
	The Impact of Family Violence on Children Workshops	2
	Working Together for Vulnerable Kids Seminars	6
Waikato	Child Protection Awareness Presentations	6
	Child Protection Studies Programmes	7
	Identifying and Responding to Vulnerability and Child Abuse Workshops	8
	Managing Professional Dangerousness in Child Protection Workshop	1
	The Impact of Family Violence on Children Workshops	4
	Understanding and Responding to Child Sexual Abuse Workshop	1
	Working Together for Vulnerable Kids Seminars	10
Bay of Plenty	Child Protection Studies Programmes	4
	Identifying and Responding to Vulnerability and Child Abuse Workshops	6
	Working Together for Vulnerable Kids Seminars	5
Gisborne	Child Protection Studies Programme	1
	Identifying and Responding to Vulnerability and Child Abuse Workshop	1
	Working Together for Vulnerable Kids Seminar	1
Hawke's Bay	Child Protection Studies Programme	1
	Identifying and Responding to Vulnerability and Child Abuse Workshops	3
	Working Together for Vulnerable Kids Seminar	1
Taranaki	Child Protection Awareness Presentations	2
	Child Protection Studies Programme	1
	Working Together for Vulnerable Kids Seminars	3
Manawatu-Wanganui	Child Protection Studies Programme	1
	Identifying and Responding to Vulnerability and Child Abuse Workshops	3
	Working Together for Vulnerable Kids Seminars	3
Wellington	Child Protection Studies Programmes	3
	Identifying and Responding to Vulnerability and Child Abuse Workshops	7
	The Impact of Family Violence on Children Workshops	2
	Working Together for Vulnerable Kids Seminars	4
Marlborough	Child Protection Studies Programme	1
	Identifying and Responding to Vulnerability and Child Abuse Workshops	2
	Working Together for Vulnerable Kids Seminar	1
Nelson-Tasman	Child Protection Studies Programme	1
	Identifying and Responding to Vulnerability and Child Abuse Workshops	2
Canterbury	Child Protection Studies Programmes	3
	Identifying and Responding to Vulnerability and Child Abuse Workshops	4
	The Impact of Family Violence on Children Workshop	1
	Working Together for Vulnerable Kids Seminars	3
Otago	Child Protection Studies Programme	1
	Identifying and Responding to Vulnerability and Child Abuse Workshops	4
	Working Together for Vulnerable Kids Seminars	5
Southland	Child Protection Studies Programme	1
	Identifying and Responding to Vulnerability and Child Abuse Workshop	1
	Working Together for Vulnerable Kids Seminars	2

PARTNERSHIPS WITH FUNDERS

It is with sincerest thanks to ongoing partnerships with community-minded local funders that Child Matters can continue to share its expertise with those working on the frontline. Both WEL Energy Trust and the Community Organisation Grants Scheme (COGS) approved considerable funding applications to allow training to reach those who needed it most.



WEL Energy Trust

The WEL Energy Trust grant was used for reviewing and writing child protection policies; running child protection workshops; offering scholarships to staff to attend workshops; and providing hard copies of our book 'How Can I Tell?'.

Child Matters was able to run eight 1-day workshops for over 200 attendees. The feedback was overwhelmingly positive and some attendees have gone on to enrol in the 5-day programme. Trained attendees have returned to their workplaces with better knowledge and understanding around the issues of child abuse which will benefit vulnerable children exponentially.

The organisations contacted about writing their policies for free were absolutely astonished. In a sector where funds are limited and tough spending decisions are made every day, Child Matters ability to offer something of value at no cost was very warmly received and much appreciated. Child Matters has instilled confidence in multiple organisations within the region that their policies and procedures are robust and fit for purpose.



Community Organisation Grants Scheme

Thirteen COGS committees funded online training for people who work in the not-for-profit sector. These regions were Auckland City, Kahungunu Ki Heretaunga, Manukau, Marlborough, Papakura/Franklin, Rodney/North Shore, Rotorua, Tamatea, Tongariro, Waitakere City, Whanganui, Whangarei/Kaipara, and Whitirea. Those who participated were upskilled in understanding the context of child abuse and neglect; the effects of trauma; how to recognise abuse and neglect; and how to report concerns. Many of the organisations trained have continued to engage with Child Matters for ongoing support. Each participant received a Certificate of Completion.



Certificate of Completion
Introduction to Child Protection in New Zealand - COGS - Rotorua

This is to certify this student has completed a one-hour online course

This certificate is awarded to

Student Name

Child Matters is the trading name of The Institute of Child Protection Studies Trust Inc.

Completion Date: 2021-05-26

Certificate ID: ykrmsxp3hg

MEDIA



737,642 people reached via TVNZ Breakfast, Radio NZ, Newstalk ZB and regional newspapers



Facebook engagement up 213%
Facebook reach up 149%
Facebook followers up 25%



YouTube engagement up 87.5%

Child Matters has adapted its approach in online communications, moving towards informative but uncomplicated engagement. The rollout of a series called 'Tips 4 Protecting Kids' and more convivial behind-the-scenes types of posts has seen a dramatic increase in engagement.



SPONSORS



FINANCIAL MATTERS



In the 2021 financial year, Child Matters had an income of \$1,436,792 and made a contribution to equity of \$135,171. 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

2016	2017	2018	2019	2020	2021
\$78,550	\$175,083	\$341,742	\$257,773	\$71,023	\$135,171

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 2021

Student Fees	\$500,285	35%
Grants and Scholarships	\$202,023	14%
Government Funding	\$280,329	20%
Fee for Service	\$437,878	30%
Other	\$16,277	1%
Total	\$1,436,792	

Sources of Income

	2017	2018	2019	2020	2021
Student Fees	20%	24%	29%	28%	35%
Grants and Scholarships	27%	20%	22%	26%	14%
Fee for Service	38%	39%	29%	31%	30%



Edgar Wilson (Chair) - 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 former Chair of Trust Waikato, and the current Chair of K'aute Pasifika Trust and Chair of Child Matters (Child Protection Studies).

John Bailey - 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.

Andrew Clements - A director (lawyer) and Notary Public at Grayson Clements Lawyers, Andrew acts for business, charitable, 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.

Rachel Karalus - 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 is of Samoan descent with strong roots in the Waikato Region and has a professional background in law. She is presently a trustee of Pacific Business Trust, Habitat for Humanity Central and St Joseph's Primary School.

Brendon McLean - 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 - 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 (Te Rarawa, Waikato) – Sarah-Jane Tiakiwai is the Deputy Vice-Chancellor Maori at the University of Waikato. Sarah-Jane's PhD was in Maori Studies with a focus on Maori success in education. She has over 20 years experience in the tertiary sector as a lecturer, researcher and executive leader working in university and wananga. 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, whanau ora, water, nation building, governance and leadership.

Andrea Twaddle - Andrea Twaddle is a director at DTI Lawyers, a specialist employment lawyer and workplace investigator. 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, and leadership teams. Andrea is committed to serving the community, and is the Presiding Member of the Cambridge Primary School Board.

