

ANNUAL REPORT

2014



**Child
Matters**



EDUCATING TO PREVENT CHILD ABUSE



Children deserve to grow up safe from harm and abuse.

It is the responsibility of every adult to ensure this happens.

With your basket of knowledge and my basket of knowledge we will succeed.

*Nau te rourou,
naku te rourou,
ka ora te iwi.*

The role of Child Matters

Child Matters is committed to:

- Raising the understanding of the issues regarding child abuse and child protection
- Increasing the confidence and skills of those who are in a position to act to protect children
- Influencing change in society's attitude so that it will not overlook, ignore or condone violence.



Child Matters



EDUCATING TO PREVENT CHILD ABUSE

Our Purpose

- ◆ Inspiring New Zealanders to make sure that every child flourishes in an environment safe from all abuse

We Are

- ◆ Champions for Children

Our Beliefs

- ◆ The human rights of children are at the heart of what we do
- ◆ All child abuse is unacceptable
- ◆ Excellence, quality and expertise in all we do
- ◆ Respectful and warm relationships and communication
- ◆ Working with partners who share our purpose
- ◆ Everyone has a role to play in protecting children
- ◆ Exceeding expectations
- ◆ Celebrating success and having fun

Our Work

- ◆ Providing education and professional development
- ◆ Collaboration and working in partnership
- ◆ Specialist support and advice
- ◆ Innovation and inspiration
- ◆ Building awareness
- ◆ Challenging barriers that prevent children from flourishing
- ◆ Leadership in child wellbeing

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Chair's Report

This is a commemorative year for Child Matters— one in which we celebrate 20 years of activism on behalf of New Zealand children.

All of those associated with Child Matters over the years can reflect proudly on its many significant achievements. Child Matters has developed into a strong organisation with an excellent reputation, not only as a specialist child protection education provider but increasingly as an articulate advocate for our community and individual responsibilities for the safe, stable and nurturing upbringing of all children.

We are proud to have positively influenced the way that the New Zealand community thinks about child abuse. This is reflected in many ways, including increasing support for child protection training. We have been at the forefront in developing child protection training programs, new qualifications and innovative teaching resources, which have contributed to important changes in child protection thinking. This has created an invaluable foundation for the future.

However, there is still much work for us to do. Research identifies that to remain effective, our messages must be reinforced and repeated, but there are many people who remain oblivious to the well-being and safety needs of children. So there will continue to be a need for training and child protection education. We continue to consolidate and expand our child protection work, while at the same time reaching out to involve non-traditional partners. As a result, we continue to grow and diversify the Child Matters' consultancy team as we position for future challenges.

Our community engagement programmes have also rapidly expanded. Our flagship Buddy Day program has expanded to four cities and its growing reach and success is evident in the public and political figures who have championed the event by becoming Buddy carers for a day. Buddy Day is rapidly growing the business community's engagement with child protection and this year we are excited with the experimental and leading-edge programs that have been developed with businesses and their staff. These partnerships are stimulating dialogue about children's wellbeing in unexpected places.

At the wider level it was very satisfying to see passage of the Vulnerable Children Act, which brought into law the obligation for Vetting and Screening of staff, and the requirement for organisations working with children to have child protection policies.

Child Matters has lobbied and advocated strongly over a number of years for both of these policies and the legislative requirement for them heralds a new optimism in the way we think about looking out for children.

Child Matters' strategy over the next three years will continue to focus on our training and prevention work, while at the same time increasing our programmes to involve the wider community and business in child protection and development. Child Matters is also developing a new initiative to engage with individuals and organisations as partners who want to be involved in moving beyond child protection to creating a society where all children flourish and are nurtured. Stay tuned.

Ultimately, all of our success comes from the quality and dedication of our people. I am proud to work with such a great team of trustees and staff and thank them all for their contribution to the excellent results over the past year and for the great times that are still to come.

Neil Richardson

Chair



Chief Executive's Report

Over the last 20 years public awareness of child abuse has increased considerably. People now generally know that child abuse is a problem, that it is a significant and important issue and that something needs to be done.

Child Matters has been promoting public awareness of the issue for many years, and it has certainly been part of our Buddy Day agenda. However, we now need to move our attention to helping all New Zealanders understand the extent of the problem, its long term effects and the fact that it's not something too big to deal with. We also need to help people accept that each person can indeed make a difference. Child Matters' task is now to work with organisations, communities, agencies and businesses to educate, train and advise them in the roles they can play in protecting children.

Child Matters is on an evolutionary journey. While we will continue to provide high quality child protection education and professional development we are delivering this more and more in the wider context of child protection solutions. These might include child protection policies, staff vetting and screening or helping organisations prepare their own training packages. The setting too is growing broader, with forward thinking businesses undertaking child protection seminars and staff well-being programmes. We are engaging more widely on the national stage with policy and leadership contribution.

In February we were delighted to host international child protection experts Professor Randell Alexander of the University of Florida and Sandra Alexander, Child Protection subject matter expert from the Centre for Disease and Control in Atlanta, Georgia. During their two week national tour, they spoke extensively about the compelling research into the long term effects on the health and well-being of adults who suffered adverse childhood experiences in childhood.

It has been hugely satisfying too working alongside our respected partners and colleagues. Child Matters has been very pleased to be involved with the Children's Action Plan (CAP) in supporting the development of the Children's Teams demonstration projects in Rotorua and Whangarei. We have formed a valued alliance with WINTEC and collaborated in development and delivery of new child protection programmes. Lesley Kennedy and the team from Maven International were inspirational and trusted associates supporting Child Matters as we navigated a complex tender process in Abu Dhabi for which we became a preferred provider for a juvenile welfare centre project.

Child Matters particularly appreciates the interest of a group of forward thinking business partners. In addition to financial support we are seeing some exciting innovation emerge whereby these business leaders are recognising a wider and

more immediate role that they can play in preventing child abuse. Businesses are involving Child Matters in their staff development and well-being programmes, helping their people become more responsive advocates for children in their daily lives. This is leading edge thinking in child protection and we are delighted to support these forward thinking leaders.

Child Matters has completed its 20th year with excellent results. I am proud that not only have we achieved our operational goals and met our financial targets, we have also seen some exciting developments in the outcomes for children on the national stage – developments for which Child Matters has been a very long time advocate. The Vulnerable Children's Bill became law in July 2014 and will transform a good deal of the way we think about children. Child Matters was delighted with this significant move to protect our vulnerable young people.

The ability of a small organisation to provide child protection advice, consultation and education, to engage the wider community and business sectors, and to impact the wider thinking and debate across the whole question of safer, nurturing environments for children requires a special interplay of people and strategies, with effective processes and adequate resources.

Like any well-achieving organisation our primary strength is our people, and we continue to have a wonderful child focused team of experts in their range of fields and group of excellent child protection consultants leading and inspiring in all aspects of child protection. Their work has established new child safety measures for government departments, health organisations, sporting bodies, schools and others leading the way in changing what will become the new 'normal'. Child 'champions' are emerging in new and unexpected places.

Our people are able to succeed with the help of systems and processes that make their tasks easier. With valued assistance from funders and a small internal team who have taken on months of extra work we have completed the first phase in a major project designed to transform student enrolments and internal practices.

This ultimately is made possible by the clear plans, strategies, support and guidance that is provided by a dedicated and wonderful Board and senior team for whom my thanks are really never enough. Thank you anyway.

Anthea Simcock
CEO



Child Matters' work and focus

Every child has the right to reach their potential in an environment that is safe, stable and nurturing. Child Matters has a unique place in the protection of children.

**Our mission:
Inspiring New Zealanders to make sure that all children flourish in environments safe from all abuse.**

Child Matters marks a significant milestone this year, celebrating 20 years in operation and reflecting on two decades of working tirelessly to educate and inspire New Zealanders to make sure that every child could flourish in safe environments, free from all abuse.

Operating at first with few resources and a staff of three, Child Matters was fuelled by the determination and persistence in its vision: that child abuse is a problem in New Zealand, and can be stopped.

Two decades later, Child Matters is widely recognised as thought leaders in child protection and advocacy, providing a range of services and initiatives to raise understanding and awareness of the issue of child abuse, educate and inspire those working with children, and influence change in society's attitudes and behaviours about protecting children. It provides education, advice, resources, advocacy and information to people throughout the country on all matters relating to keeping New Zealand children safe.

Despite the challenges and stumbling blocks that continue to play a role in the organisation's growth, the key goals identified by founding CEO Anthea Simcock when establishing Child Matters remain today:

**Facilitation, Training and Consultation:
Educating and inspiring those working with children**

20 years ago, research undertaken by Anthea Simcock and her colleague Maxine Hodgson highlighted the lack of child protection skills and knowledge of professionals working with children. It also concluded that training in how to recognise and respond to child abuse is a vital ingredient in ensuring the safety of children in New Zealand.

Today, Child Matters is still the only organisation in New Zealand to offer true multi-disciplinary training in child protection to professionals working with children. Through its education programmes, Child Matters has trained almost 22,000 individuals within communities around New Zealand; helping them become confident child advocates, with the skills necessary to ensure that abuse is not only detected, but able to be responded to effectively. It provides education, advice, resources, advocacy and information about child protection to individual, communities, and groups up and down the country.

**Empowering Communities and Business:
Raising understanding and awareness of issues around child protection**

Twenty years ago, New Zealanders didn't want to talk about child abuse, and as a society we didn't want to acknowledge that it existed. Child Matters has worked tirelessly to raise awareness that child abuse is a problem - and that it doesn't just happen to 'those other people over there' - it happens in all walks of society, it has long term outcomes that affect us all.

Over the last 20 years, public awareness of child abuse has increased considerably. People now know that child abuse is a significant and important issue, and that something needs to be done. However, in spite of these important changes in community perceptions of child abuse, the general public still does not fully understand its impacts, and what each individual can do to change the life of a child forever.

Child Matters work today focuses on developing awareness of the extent of the problem, and particularly its long term effects on individuals and communities. The Child Matters-led Buddy Day is an example of this work, and a visual reminder that 'it takes a community to look after a child'. It is a fun and unique event, designed to raise awareness and start conversations in our community and throughout the country about child abuse and what every adult can do to stop it.

Transforming Society: Influencing change in society's attitudes and behaviours

Child Matters' goal over the last 20 years has been to change the way New Zealand society values the care and protection of children.

Based on the ethos that preventing child abuse is everyone's responsibility, we aim to help create a society where child abuse is simply not tolerated. More recently, we have been creating pathways for businesses and communities to play their part in providing safe stable nurturing and stimulating relationships and environments for children and families and businesses are beginning to understand the importance of investing in the safety and wellbeing of children.

The safety and wellbeing of children is now also being prioritised by government and legislation, with the introduction of the Vulnerable Children Act 2014. Child Matters has an on-going role in inspiring New Zealanders to change their attitudes, beliefs and behaviours about child abuse, and we will not be able to do that alone.

It has taken 20 years and has been hard to gather momentum, but many of the ideals Child Matters has long placed importance on are finally gaining some traction. The legacy of educating and influencing society in all matters relating to child abuse prevention is a powerful one. Child Matters' story is one of patience, persistence, resourcefulness, and of being the very best it could be.

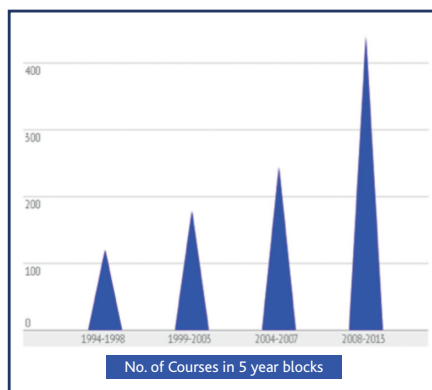
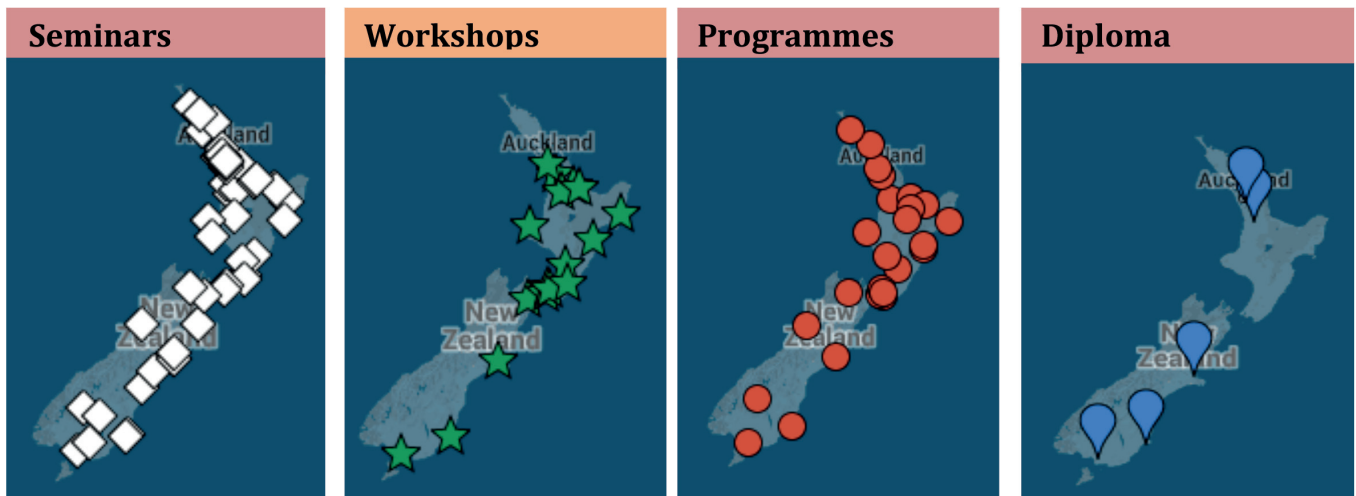
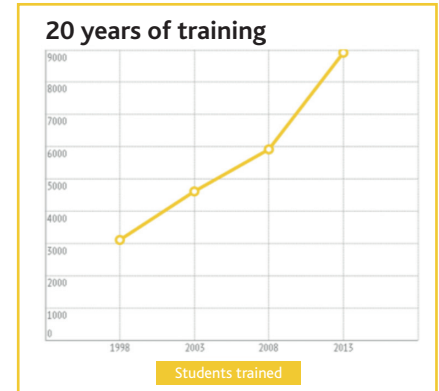
Child Matters' Outcomes - 2013-2014

Training programmes

Over twenty years not only has the number of people attending the training programmes grown each decade, so too has the type of course, the location and the number of programmes being delivered.

Over time, the number of students has grown steadily with over 22,000 students being trained to date.

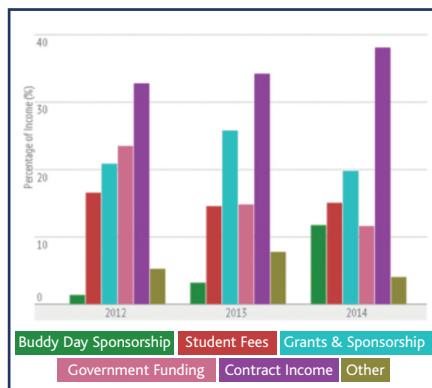
Child Matters has, over this time delivered programmes in over 70 locations throughout New Zealand. There has been opportunity for anyone who has been interested to attend a child protection programme of one kind or another.



Courses Offered

Since the initial offering of six courses: The Diploma in Child Protection Studies, The Certificate in Child Protection Studies, and four Workshops, Child Matters has provided training in over 20 subjects.

In 2014, with the deliberate move away from simply a 'menu' of training options towards a creative approach that provides tailored solutions to meet clients' needs, Child Matters' expertise in educational programme design is beginning to result in training delivery in a quickly expanding field.



Income Sources

Child Matters has increased its self-reliance (contract funding) and gradually decreased its reliance on grants, sponsorship and government funding.

The income sources consist of Buddy Day sponsorship from businesses and community organisations; student fees which includes fees paid privately by students or their organisations; grants and sponsorships made up of community and philanthropic grants; government funding which is primarily a fee subsidy for students attending our yearlong diploma; contract income, which is made up of services delivered to the private and public sector and other income made up of small donations, interest received and other sundry income.

* Child Matters changed its financial year in 2012 – the figures in the 2012 column covers 17 months.

Child Matters' Activities

Child Matters hosts international experts

Child Matters was honoured to host international child abuse prevention experts Randell and Sandra Alexander in February 2014. The purpose of their two week tour of New Zealand was for the visitors to meet with business leaders, politicians and health professionals, and share their knowledge and expertise about the role they play in preventing child abuse and neglect

Randell Alexander, a professor of paediatrics at the University of Florida, is an internationally recognised forensic paediatrician who leads Florida's medically led Child Protection Teams, while Sandra boasts over 40 years' experience in child abuse prevention, bringing a specialist, multi-faceted dialogue to the area of child abuse and prevention issues.

The Alexanders' presentation 'International Perspectives on Children's Health and Wellbeing' highlighted some of the long term effects that adverse childhood experiences have on business; in terms of productivity, absenteeism, employment and work related injuries. Part of their message was to encourage businesses to work collaboratively with their communities and other organisations, with the aim of creating safe, stable, nurturing environments and relationships for children, both within the workplace and in society.

Department of Corrections

In 2013 Child Matters entered into a partnership with the Department of Corrections to develop a Child Protection Policy and provide training and support to imbed the policy guidelines and practices within the prison and community corrections environments. This partnership resulted in the successful development of the "Child Protection Protocol" which was approved by the Executive Leadership Team in December 2013.

Under the Protocol selected staff were assigned portfolio responsibility for child protection as "Child Protection Champions". Child Matters delivered 4 two-day workshops to orientate Child Protection Champions to their new role and provided them with Practice Development Session material to provide internal child protection and protocol training to staff within their district or prison.

Child Matters applauds the proactive approach that the Department of Corrections has taken to focus on the safety and wellbeing of children that come into contact with their service. The new protocol requires changes to the way in which the Department engages with children, particularly in the prison environment. Newly appointed "Child Protection Champions" have willingly engaged in making these changes. In doing so, they are applying a child-focused lens, as well as an offender-centric lens, to more of the work they do.



Vulnerable Children Act

On 1st July 2014 the Vulnerable Children Act was passed into law, becoming the most significant change to child protection in New Zealand since the Children Young Persons and their Families Act, 1989.

The Vulnerable Children Act 2014 and the supporting Children's Action Plan provide a solid platform of accountability and monitoring never before seen in child welfare. Many of the 30 specific initiatives that will support protecting children in New Zealand reflect the importance of providing a safe and competent children's workforce - something Child Matters has long advocated for. This includes;

- A focus on working together, as Chief Executives of the Ministries of Education, Health, Justice, Social Development and NZ Police become jointly accountable for achieving results for the vulnerable children
- New obligations for vetting and screening processes for paid and unpaid staff working with children
- Requirements for all agencies working with children to have policies and reporting systems in place to recognise and report child abuse and neglect
- The Children's Action Plan has also highlighted the need for legislation requiring frontline people who work with children to be trained to recognise the signs of child abuse.

Developed on the fundamental belief that no single agency alone can protect children, the Act heralds a new era and redefines what it means to work together to improve outcomes for vulnerable children.

Symposium

In 2013 Child Matters collaborated with Brainwave, Family Works Northern and Shine to develop and deliver a unique one-day symposium for professionals working with children and families who have experienced abuse. To date two symposiums have been held in Auckland and Wellington. This has been an extremely successful venture that models collaborative ways of working and provides opportunities for participants to learn about abuse from different agency and professional perspectives.

Child Matters' Activities

Investing on Services for Outcomes (ISO) Mentoring

In 2014 the Ministry of Social Development identified ten capabilities that are characteristic of strong, integrated and sustainable community based organisations. They then established a four year \$31.65m fund to which NGO's could apply for the assistance of a mentor to support a review their capabilities and help prioritise funding applications in line with the MSD criteria.

Child Matters was delighted to secure funding for staff development and cultural responsiveness planning. Child Matters became an accredited mentor organisation with GM Bevan Bayne providing support, direction and advice from both a business and not for profit perspective to a number of NGO's. Through this process some of the organisations not only received funding to improve their business processes but have also contracted Child Matters to improve their Child Protection capability.

Pitcairn Island delivery

Child Matters continues to deliver child protection training to those travelling to Pitcairn Island to take up professional positions. This year the training has expanded to include sessions on the Discount Hierarchy, Accommodation Syndrome, sexual offending and grooming behaviour.

In May 2014 Child Protection Consultant Moyna Fletcher and external contractor Robert Jenkinson made the long journey themselves to Pitcairn Island to deliver training to the Pitcairn Island Council and other interested residents. The purpose of the training was to provide a variety of workshops focusing on child protection leadership, effecting change and upholding the safety and wellbeing of children on Pitcairn Island. During their trip Moyna and Robert also provided professional supervision, engaged in meetings with professionals on the island and delivered a Keeping Ourselves Safe session to the children living on Pitcairn Island. The workshops and meetings were well received and well attended with Council members participating fully in the training sessions.

Information Technology and Information Systems upgrade

Thanks to the generous support of the Tindall Foundation, Child Matters has recently upgraded its IT & IS systems. This change has involved upgrading our server and computers, implementing a VOIP phone system, developing an intranet and investing in cloud based customer relationship management tool. We are delighted to be able to make these changes which have resulted in a more efficient information-sharing process internally, the ability to meet student needs more effectively, as well as to share information and report to stakeholders more easily and efficiently.

A year at a glance

Jul-13	Children's Team Training + learning loop	Child Matters delivers orientation training for the first 2 children's teams
Jul-13	Online Registrations	People attending Child Matters training able to enrol for courses online
Jul-13	PM Visit	Child Matters hosts the Rt Hon John Key, PM at our office
Jul-13	Sovereign Sponsorship	Buddy Day secures six figure sponsorship for 3 years, transforming Buddy Day (Sovereign)
Aug-13	UAE Trip	Anthea Simcock and Liz Devine travelled to Abu Dhabi to present CM's child protection proposal for young offenders
Aug-13	IT Upgrade	Secured 3 year organisational support for IT/IS restructure (Tindall Foundation)
Oct-13	Children in Crisis Conference	Anthea Simcock delivers keynote speech at the Children in Crisis Conference in Hamilton
Oct-13	Symposium	Child Matters collaborates with Brainwave, Family Works Northern and Shine to deliver a "Working with Children and Families with Abuse"
Nov-13	Buddy Day	Third Buddy Day event held in 4 locations - Auckland, Hamilton, Tauranga and Wellington, with 1200 buddies
Nov-13	Social Media	Buddy Day trends number 1 on Twitter in NZ
Feb-14	US visitors	Child Protection experts Sandra and Randell Alexander hosted by Child Matters and spoke to various sectors at a number of events
	Min of Education MOU	Child Matters enters into a partnership with Ministry of Education to develop vetting and screening guidelines for Children's Action Plan
Apr-14	Policy advisory service	A guide to writing child protection policies launched on the Child Matters website to complement the new policy advisory service
Apr-14	EER Audit	NZQA conducts the EER audit
Apr-14	Careerforce MOU	Child Matters enters into a partnership with Careerforce
May-14	Department of Corrections training	Child Matters delivers training to Department of Corrections newly appointed child protection champions
Jun-14	Pitcairn Training	Moyna Fletcher travels to Pitcairn with Robert Jenkinson, where they delivered child protection training to the Pitcairn Council

Child Matters' Activities

Buddy Day 2013 expands

Capturing the imaginations of New Zealanders for its third year running, the Child-Matters led Buddy Day continues to provide a visual reminder that 'it takes a community to look after a child'. The event is a fun day, designed to raise awareness and start conversations in our community and throughout the country about child abuse and what every adult can do to stop it.

After two years in Hamilton, Buddy Day delivered its third successful event in 2013 by expanding to four main centres – Auckland, Hamilton, Tauranga and Wellington. Consequently the number of Buddies out in communities grew from 348 Buddies in 2012, to 1100 Buddies in 2013. Reaching a much wider audience than previous years' events meant that more people engaged in conversations about the wellbeing of children, and were inspired to take action to ensure children are safe from abuse.

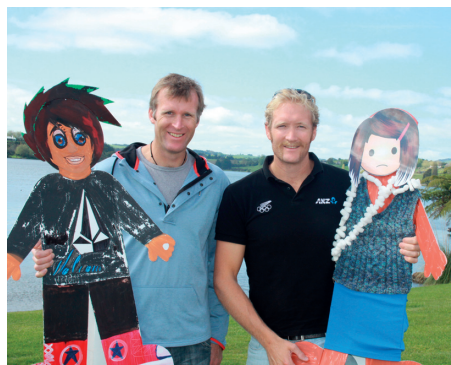
The Statistics:

- Over 75 schools involved in decorating Buddies
- 1,100 Carers from business and community adopted a Buddy for the day
- 300 Buddies involved in workplace Buddy programmes
- 1,700 'fans' on our Facebook page
- 75,000 people 'reached' by Facebook during the event
- Estimated 40,000 conversations about the issue of child abuse on the day
- Over 1,200 people attended the breakfast launch, to pick up their Buddies on Buddy Day
- Sustained media coverage for approximately one month leading up to Buddy Day. Coverage on the day and reports after the day through key national and regional press and radio; TV1, Prime and TV3 coverage. Over 1.9 million people reached
- 11% increase in the general public's understanding of what Buddy Day is about*

*Versus Research

Buddy Day champions and supporters played a pivotal role in the success of the event in 2013. Alongside a number of returning dedicated Buddy Day sponsors, Sovereign was confirmed as Buddy Day Principal Sponsor in 2013, offering their support over three years.

Buddy Day 2013 also involved a number of business and community leaders and champions taking a leadership role, to encourage, activate and mobilize communities to take responsibility for the wellbeing of children. High profile champions included Prime Minister John Key; Governor General Right Hon. Sir Jerry Matapaere; sporting medalists Eric Murray and Kerry Suter; Rachel Hunter; Tim Foley; Mike and Eve Gordon; and Parekawhia McLean.



Partnerships

Sovereign Buddy Day Partnership

Child Matters was delighted to confirm the support of its new Buddy Day partner SOVEREIGN who have made a three year commitment to this important and innovative public awareness campaign. The level of support meant that Child Matters was able to have the confidence to expand Buddy Day to four cities in a professional and successful manner.

Sovereign, who have their head office of 700 hundred staff on the North Shore, and who have a network of 300 independent insurance agents nationwide are led by CEO Symon Brewis-Weston who is passionate about community wellness and minimising the risks for children. Post Buddy Day 2013, both parties have been working even more closely to leverage real value from the relationship such as staff seminars, fund raising opportunities and the development of strategic projects. We look forward to delivering on these opportunities and honouring Sovereign support through 2015.

Wintec Internship Programme

With an aim of gaining work experience and developing not sourcing their skills, Wintec students Michael Toulson (IT), Kegan Poananga (Social Work) and Shraddha Venkatramani (Communications) undertook fieldwork placement at Child Matters. They worked on several challenging and exciting projects at Child Matters and contributed in many ways. The three learned of support, dedication to the cause and were inspired by the team at Child Matters. They each brought with them special skills from their fields of study and a learning approach. In turn, gained understanding of child protection, factors influencing children in the society and put their knowledge into practice at Child Matters.

Business Partnership with Longveld Engineering

Hamilton engineering firm, Longveld Engineering demonstrated a commitment to child protection by entering into a unique business programme partnership with Child Matters. This involved the delivery of a progressive and innovative training



session to Longveld Engineering staff. Focusing on how the community can play a role in protecting children, the training was held for staff that expressed direct contact with children, making it relevant to them.

The group had a special case study that encouraged the participants to understand their reactions and feelings regarding child protection, reinforced by in-depth discussions regarding the four types of abuse, signs, symptoms and types of disclosure.

Positive feedback has encouraged Child matters to develop the training further, and look forward to continuing this business partnership with Longveld Engineering.

Partnership with Midlands Health Network

Child Matters currently works in partnership with Midlands Health Network at a variety of levels. Child Matters has worked alongside staff at Midlands Health Network to support the development of their child protection policy. Subsequently Child Matters delivered workshops to Midlands Health Network staff to help imbed their new policy into organisational practice and to provide information about recognising and responding to child abuse.

Child Matters National Manager Child Protection Education and Advisory Service, Amanda Meynell, is currently the acting Child Protection Officer for Midlands Health Network to provide advice and support to all Midlands Health Network staff if they need support in following their Child Protection policy, or if they have child protection queries or are worried about the safety and wellbeing of a child. Amanda is also a member of the Expert Advisory Group and CEO Anthea Simcock, is on the Governance Group of the Child Health Coordination Service currently being developed by Midlands Health Network, the Health IT Board and Midlands DHB.

Midlands Health Network has also played an active role in Buddy Day and has involved 91 general practices to help spread the message of child protection in New Zealand. They have been proud pioneers of Buddy Day in Gisborne, Taupo and Taranaki.



Looking Forward

Sometimes there is value in looking back as one looks to the future.

In our very first Annual Report in 1995 I commented that our work in preventing child abuse involved both educating and raising awareness of the problem, and giving people the skills and knowledge to act when needed. I also talked about what, after nearly 20 years would become a much greater part of the work of Child Matters.

"Children need advocates to speak on their behalf, lobby for their interests and to ensure that our society is a safe place to grow and learn".

That need has always existed and it is only in the last few years that Child Matters has been able to devote the time and resources that we would have loved to have committed all those years ago to advocating for an environment where children can prosper.

Today as we look to the next twenty years, the focus will be much more firmly fixed in not simply preventing child abuse, but creating a society and an environment where children can thrive and flourish, where they can be safe and live in stable and nurturing relationships.

We will be promoting ideas and examples that we hope will become the accepted way, where the concern for the well-being of all children is the every-day business of everyday people.

We will be asking people from all walks of life and all occupations, businesses and professions to consider the effect of their work, their role and their decisions and how these might impact the well-being of children.

In short we will be seeking a norms change. There will be lessons to consider from times past when people minded each other's business and looked out for one another in a way that has been lost, there will be new and exciting lessons to learn and apply.



Working together

The protection of children and the chance for them to live in safe stable nurturing environments relies on the opportunities afforded their families and the support from the whole community. This will only be achieved when organisations work together with shared goals and ambitions. When the organisations and businesses concerned are extremely diverse, and would appear to have little in common, the opportunities become very interesting and creative. We will see community changes through the true collective impact of such diverse organisations, commercial businesses, government agencies, local bodies, charities, sports clubs and banks, who have the shared intention of making improving childrens lives.

Child Matters is committed over the next years to being part of creating that momentum for change and will continue to work to:

- Develop knowledge, skills and confidence through facilitation, consultation and integrated training for people working with children.
- Create pathways for business and communities to play their part in providing safe, stable, nurturing and stimulating relationships and environments for children and families.
- Inspire society to change beliefs attitudes and behaviours to achieve environments where children can flourish.



Child Matters' People

Our people

Child Matters is only able to deliver to the level of excellence it has achieved, because of the quality of all those who work, volunteer and support the organisation. This talented group of people are supported by a dedicated Leadership team.

The Leadership team

Anthea Simcock

Founding Chief Executive of Child Matters, Anthea has led Child Matters since its inception in 1994. She has a background in education and child protection social work, counselling and therapy. She supervised and developed curriculum for Child Matters and maintains a critical knowledge through membership of the International Society for the Prevention of Child Abuse and Neglect, NZ Association of Social Workers, The Institute of Directors and the Paediatric Society of NZ. She is involved with advocacy at local and national levels, having been a member of the Family Services National Advisory Council to the Ministry of Social Development and the Child Mortality Review Committee. She is a mother to three adult children and grandmother to four.

Bevan Bayne General Manager

Bevan is a positive and committed leader who has 15 years of experience in senior corporate management roles. He is passionate about developing and leveraging relationships in community and business and has a specific focus on building internal culture and growing Child Matters financial base. Bevan has two children at primary school and is also a Vice Chair on a local school board.

Amanda Meynell Academic Services Manager

Amanda has prior experience at Child Youth and Family as a Social worker, a Social Work Supervisor and a Site Manager, as well as practicing social work in the United Kingdom. Amanda has a Bachelor of Social Sciences (1st class honours), a Diploma in Social Work and a Certificate in Adult Teaching. Amanda leads a team of Child Protection Consultants and is responsible for leading the national development, design and delivery of child protection training, consultancy and policy advisory services. She is the NGO Child and Young Person Specialist on the Midlands Family Violence Death Review Panel, an Expert Advisory Group member for the Waikato Child Health Programme and a Pan Sector Member of a Targeted Review of Qualifications working group. Amanda is married to Darrin and has two stepchildren and 2 step-grandchildren.

Edmund Mayers Finance Manager

Originally from Zimbabwe, Edmund has a background of 30 years in accounting and finance fields, from roles in manufacturing, transport and timber processing industries. Edmund contributes positive value to Child Matters goals through his extensive local and international finance knowledge and experience, and providing efficient, accurate, relevant accounting and financial management information. He is a father to three and grandfather to two.

Summer Reid Communications and Marketing Manager

Summer has been an integral part of the Sales and Marketing team since 2010, and was promoted into her current role in May 2014. She brings a thorough working knowledge of Child Matters services and outcomes to her role, complemented by her experience in sales and marketing and events management. Summer is currently undertaking part-time tertiary study in her personal time, recently obtaining a Diploma in Public Relations and Communications Management (Level 6) on her path to completing a Bachelor or Applied Science (Communications).



Child Matters' Governance & Partners

Child Matters External Advisory Group

The Child Matters expert advisory group brings together external 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 to overcome and ensure the organisation has a clear vision of its achievements and direction.

Thank you to those who offered invaluable input as part of the advisory group over the last year.

Child Matters' Board of Trustees



Chair
Neil Richardson

Neil has a diverse and successful track-record over 40 years of business life. This involves an unusual and comprehensive record of skills, experience and achievements in business management, marketing, enterprise, governance, investment

advisory/consulting and academic pursuits. Neil has been involved with start-ups, multi-national corporations, joint-ventures, government/public sector and not for profits across many industries, markets and countries. Neil is currently Chairman/Director/Shareholder of many businesses and charity boards, and has been the founder of numerous very successful enterprises. Neil is the Chairman on the Child Matters Board, and Chair for the advisory Board at the Waikato Management School where he is also an Adjunct Professor.



Andrew Clements

A director of Grayson Clements Ltd (Lawyers), Andrew has over 20 years' experience advising on trust, private client and business structuring. His work includes designing and implementing (structural) strategies with respect to family business interests; succession; syndicated

investments; trusts and private wealth. Andrew has a particular interest in the agri-business and charitable sectors, advising on both domestic and cross border matters. A former New Zealand Editorial Advisor to the Trusts and Trustees Law Journal (Oxford, UK) and full member of the Society of Trust and Estate Practitioners, Andrew is a lateral thinker solving problems from his diverse background. Andrew is married with four children.



Beverley Burns

Beverly is both a trained teacher and a registered psychologist with previous experience in working with Child, Youth and Family and Special Education. For many years she has been self-employed, providing consultancy to a number of organisations and businesses focussing on personal and

professional learning and development, teaching, project evaluation, strategic planning, supervision and coaching. She is married with two sons and one grandson.



John Bailey

John Bailey 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. John has a Masters degree in Education with a focus on children with special needs and

educational leadership. John is married with two daughters and has six grandchildren.

Donnamaree Ryder*

Donnamaree is currently employed as a Consultant in Tuwharetoa assisting Trusts to strengthen their infrastructures. Donnamaree has worked at Fonterra, Carter Holt Harvey and NZ On Air in a range of roles from Internal Audit, Business Improvement and Project Management. She has a bachelor of Management Studies and a Masters of Applied Finance. Donnamaree has three young children (Tania, Dre and Marshall Paul) and also Donnamaree's 17 year old nephew Te Manu Ao who has been staying with her since 2010. Donnamaree is very dedicated to ensuring that children get the best start they can in life and has a 'kids come first' rule in their household.

*Donnamaree retired from the Child Matters Board during the year.

Kaumaatua

John Ahu

"Ko Tainui te Waka, Waikato te Iwi, Waikato te Awa, Murea me te Awamarahi, Nga Marae, Ko Kingi Tuheitia te Tangata"

John has a background as a miner and sports retail business owner and has undertaken a range of public service positions within the Greater Waikato region. He worked in the social services sector in the 70's in the areas of Youth Justice and Maatua Whaangai as well as a range of other local community roles. He was a Waikato Red Cross Youth Officer and was involved in the implementation of a range of activities in secondary schools such as swimming, horse riding and camps. He is also Kaumaatua Mentak Health Team Auckland School of Nursing (Auckland University), Kaumaatua Mental Health: Team Waikato Hospital (Palliative Care) and Kaumaatua Te Runanga O Aotearoa and Life Member New Zealand Nurses Organisation.

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 children. We extend our sincere and warm thanks to all those who have contributed in so many ways. We believe that everyone can do something to help protect children, and this generosity exemplifies this belief.

We are especially indebted to

Community Trust of Southland
Donny Charitable Trust
Grassroots Trust
Hugh Green Foundation
NZ Lotteries Grants Board
Richardson Foundation
Sovereign Group
Tindall Foundation
Todd Foundation
Trust Waikato
WEL Energy Trust

And to

Neil Richardson

The success of child protection courses relies heavily on the expertise and participation by experts throughout the nation.

We are very grateful to the lawyers, doctors, specialists and staff from CYF and Police who are available time and time again to speak at child protection courses throughout the country. They greatly enhance the quality of the programmes and provide connections and introductions to local networks which are crucial in child protection work. In addition to the valuable contribution, many of these people also provide their services at no charge, and in doing so make a greatly valued contribution to Child Matters.

We also thank

Baytrust
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Convex
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Footsteps
Hamilton City Council
Hawkes Bay Foundation
J M Ferrier Trust
J R Lewis Trust
Lion Foundation
Longveld
Midland Health Network
NZ Post
Otago Community Trust
PSP Plastics
RD1
Rotorua Energy Charitable Trust
Sky City Hamilton
Social Angels
Southland District Council
T G Macarthy Trust
Whanganui Community Foundation
W M Bear Charitable Trust
Walkato Tainui

Our appreciation also goes out again to the wide group of individuals, businesses and organisations who donate their time, expertise, discounts, guidance, effort, funds, advice and support. We are always in their debt and know that our work would be so much more difficult if it were not for their kindness and generosity. We are indebted to the following for their support in services, in their time, in expertise and in kind.

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Air NZ
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HMC
John Erkkiler
John Wiltshire
Sue Oldridge
The Effect

Tim Macindoe
Tu Tangata
United Sweets
Versus
Waahi Whanui
WİNTEC

Inspiring New Zealanders to make sure
that all children flourish in environments
safe from all abuse



Cherish our Children
Tiaki O Mokopuna

Child 
Matters

EDUCATING TO PREVENT CHILD ABUSE

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