

# ANNUAL REPORT 2015





**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 New Zealand's only national charitable trust dedicated to the prevention of child abuse. Since 1994, we have been advocating for the rights of children and educating and inspiring New Zealanders to make sure that every child flourishes in a safe, stable and nurturing environment.

Child Matters works throughout New Zealand, educating, supporting and inspiring adults to protect children.

**We do this by:**

- Raising understanding and awareness of child abuse.
- Providing knowledge, skills and confidence to those who are in a position to act to protect children.
- Influencing a change in society's attitudes toward child abuse.
- Engaging communities to make the wellbeing of children a priority.



# 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 my fifth report as chair of Child Matters and my fifteenth year of involvement as a funder and mentor to what is an amazing organisation. Over the past year Child Matters has continued its remarkable development. Our organisation has cemented its place as a world class provider of training, policy and consulting services, while actively participating in the development our community's understanding and commitment to child protection.

I write this report with great pride and admiration for the organisation and its staff. Each years' achievements have built upon the previous years and the last year was no exception. We continue to build upon our core foundations of a clear Purpose, focused planning and implementation, a strong focus on collaboration, an amazingly skilled team and an enormous level of hard work and commitment from everyone associated with the organisation.

Our vision of 'Inspiring New Zealanders to make sure that every child flourishes in an environment safe from all abuse' continues as the driving force for all our activities. We strongly believe that New Zealand's future success as a nation lies in our ability to raise our children to be productive and caring future citizens. Our strategy to deliver on our vision is summarised on page ten of this report.

During the past year the organisation has expanded in all three of its core activities – Training and Development, Community and Business Engagement and Influencing Society. We have accelerated the delivery of new and innovative services. Our new initiatives in Community and Business Engagement and, more broadly, to Influencing Society now stand proudly alongside our traditional activities of Training, Policy and Consultation. A number of innovations are of particular note:

#### Training and Consultation:

- The launch of a national Policy Advisory Service
- Development of a comprehensive sports-focussed child protection package in partnership with Community Trust of Southland
- New partnerships with organisations whereby Professional Development and whole-of-organisation planning is undertaken to embed a child protection culture throughout the organisation.
- Increasing the child protection reach to a record 3470 people

#### Community and Business Engagement:

- The launch of the Child Matters' newsletter "The Advocate"
- Becoming a Strategic Alliance partner with Wintec
- Supporting 700 staff at Sovereign to engage in Buddy Day campaign. Activities include: A Buddy design competition through staff-nominated schools; a child protection course; staff treasure hunt with Buddies shared on social media; decorating and sharing mini-Buddies; executive leadership challenge.

#### Influencing Society:

- Joint launch by Minister Anne Tolley and CEO, Anthea Simcock of the Vetting and Screening Guidelines
- Prinz Award winner with HMC
- Buddy Day Presence at UN receiving a standing ovation



Child Matters has also actively supported the innovations that have arisen from passing of the Vulnerable Children Act 2014. The new Act has created the environment for transformational changes in how we as a nation consider and respond to the needs of vulnerable children.

Child Matters is actively involved in three particular areas. First, we are actively supporting organisations dealing with children to develop formal child protection policies and associated processes and to undertake appropriate training. Second, we have formed an innovative partnership with the CAP Directorate to produce best-practice guidelines for the many organisations who need to vet staff dealing with children. Third, the growing number and evolution of the Children's Teams has provided Child Matters the opportunity to share its expertise, feedback and reflective responses at a crucial stage of their development.

The Child Matters board and management are committed to active collaboration with all of our partners across the whole child protection sector. In particular, we support the activities of the CAP Directorate and support their open and innovative approach to dealing with the issues of vulnerable children and their families. We are committed to assist in its success.

These achievements have been made possible because of the support of our partners and the dedication of our staff. I particularly give recognition to The Tindall Foundation, the Hugh Green Foundation, Wintec, plus Sovereign for their support of Buddy Day and all the long standing supporters who make the project such a success

And at the core of Child Matters is our staff. None of our achievements would have been possible without the dedication and professionalism of our staff at all levels of the organisation. I particularly recognise the CEO, Anthea Simcock, for her leadership and ongoing commitment to the organisation. And welcome to the talented new staff who have joined the organisation during the year.

Finally, my thanks to the Board of Trustees, who continue to give generously of their time and talents to support this important work. I particularly recognise Beverley Burns, who is retiring after the AGM. For those who are interested, we are now looking to recruit exceptional people who wish to be Trustees to further progress our Vision over the years ahead.

*Neil Richardson*

Chair

# Chief Executive's Report

Child Matters has a history of successfully initiating changes and achieving outcomes that have made a difference to the safety of vulnerable children. We created child protection champions throughout New Zealand who are changing the way individuals, workplaces and organisations respond to protect children, and we are starting to change the way people think about their responsibility towards protecting our most vulnerable. Thanks to a determined, committed and dedicated team this small organisation can look back on another year of noteworthy accomplishments.

The celebration of 20 years of making a difference for children was front of mind as the year began. The publication of *"Child Matters; The First 20 Years"* helped recognise two decades of innovation and leadership in child protection. It was the backdrop for a wonderful year and a series of achievements by a team of which I am justly proud.

These achievements range from the development and launch of a comprehensive child protection policy advisory service, to becoming the joint winners of a coveted Public Relations Institute of New Zealand (PRINZ) award for the publicity undertaken around Buddy Day, the community-wide child protection awareness campaign. They also include receiving a standing ovation at the showing of a Buddy Day video at a United Nations Human Rights Council meeting in Geneva as part of the international '19 Days Campaign', the signing a Strategic Alliance relationship agreement with Wintec in Hamilton, and successfully launching a new Customer Relationship Management information technology system across the whole organisation. At the same time we launched the new vetting and screening best practice guidelines *"Safer Recruitment, Safer Children"* that were developed in an innovative and ground-breaking public/private partnership between Ministry of Social Development and Child Matters and we were delighted to support the Children's Action Plan in their new work in preparing the Children's Teams around New Zealand.

Such a diverse variety of accomplishments are not arbitrary and did not happen by chance. They were part of a wider, planned strategy that Child Matters has deliberately mapped out to make child protection, child-safe environments and safe practice a high priority in the minds of those whose work involves children, while at the same time encouraging whole communities to take responsibility for the part that each can play in keeping children safe and contribute to an environment where all children can grow up safe and loved.

Creating safe, stable, nurturing and stimulating environments for children will not be achieved through one intervention or approach alone. The child protection problem is rather like managing the hydra with many heads – all must be dealt at the same time and many approaches are needed at once. This is why Child Matters' work is not focused on one approach alone.

We provide the facilitation, training, consultation and quality advice for people working with children, we empower communities and business by creating pathways for them to play their part in protecting children and raising strong communities of tomorrow, and we work to transform society by changing beliefs attitudes and behaviours to achieve environments where children can flourish.

I am exceptionally proud of what we have done in working towards these diverse but interlinked goals. None of them, however, would have been achieved without the partnerships we have with Wintec, the support of enlightened sponsors such as major supporters Sovereign, Tindall Foundation Grassroots Trust, or the guidance of a wonderful board of trustees. But even most importantly, the superb team of committed, enthusiastic and exceptionally skilled individuals, who together change lives, and make the world a better place for the children of New Zealand.

I don't say this lightly. I say it because the people who are fortunate enough to learn from one of our talented people frequently report how those experiences shaped their practice or changed their life. Every single one of the Child Matters' team had a part to play in enabling that to happen, and everyone who has supported us along the way, has helped make that difference.

Thank you all.

*Anthea Simcock*

CEO



# Child Matters - Our work and purpose

## Every child deserves a great childhood.

To excel as a nation, our youngest citizens need to be nurtured and kept safe from harm. How we treat our children has major implications for the future of our society. The society that values its children prospers; one that doesn't is destined to struggle and fail.

For more than twenty years, Child Matters has led the way in advocating for the rights of children, and supporting, empowering, training and developing adults to improve outcomes for children. Our role is **to inspire New Zealanders to make sure that all children flourish in environments safe from all abuse.**

## Facilitation, Training and Consultation

Child Matters began as a response to the fact that there was no organisation with a dedicated focus on child protection. This meant there was no opportunity for members of the wider children's workforce to receive any education, resources or professional development to assist them in their roles of protecting the children with whom they came in contact.

Two decades on, Child Matters continues to educate people who work with children to recognise and respond to the signs of abuse and neglect. To date, 25,000 people have participated in Child Matters' child protection training courses. Child Matters' tailor-made solutions have supported many organisations to ensure effective child protection policies are in place, and empowered child protection champions within organisations, institutions, businesses and community groups.

However even from its early days, Child Matters recognised that training alone was not going to prevent child abuse and neglect, nor would it achieve the wider social change for children that was needed in New Zealand.

## Transforming Society

Advocacy has become an increasingly important component of Child Matters' work and focus. Children need advocates to speak on their behalf, to lobby for their interests, and to ensure that our society is a place where they are safe to grow and thrive – and Child Matters people are passionate child advocates.

Child Matters' work involves promoting the importance of child protection, making submissions on behalf of children, and working with policy-makers and Government to make significant changes to improve outcomes for children.

Recent changes in legislation including the Vulnerable Children Act 2014 are an encouraging sign that Child Matters' advocacy work, submissions to legislation and expert advice have contributed to these positive developments for vulnerable children in New Zealand.

## Empowering Communities and Business

When Child Matters was established in 1994, people's understanding and awareness of child abuse was different from what it is today. There was very little awareness of child abuse, and a strong reluctance to talk about it. It was often hidden or denied, and people frequently refused to believe that it happened in their community.

As a society, it is easy to believe that child abuse and neglect is "someone else's problem." We often hear people ask "What is the Government going to do about this? Who is to blame?" In fact, the solution resides with us – as individuals and communities. We all have a role to play to keep children safe, and although this may seem an overwhelming task at times, there is always something each of us can do to make a difference for a child.

We have seen some major shifts in the public's thinking over the last two decades. However, it is still perceived by mainstream New Zealand that child abuse happens to 'other people' and in general there is little understanding of the issue and the role everyone should play in keeping children safe.

Our goal is to challenge existing attitudes and behaviours towards the way we value our children, and shift us all towards a society that prioritises the wellbeing of children in everything we do.

The Child Matters-led Buddy Day is an innovative, captivating and powerful vehicle for changing attitudes and behaviours in New Zealand about the way children are valued. Based on the ethos that 'it takes a community to look after a child,' we believe Buddy Day has the power to drive a paradigm shift towards a society that we all dream of.

We know that child protection initiatives such as training, child protection policies and changes in legislation contribute towards ensuring children in New Zealand can reach their full potential. However the reality is that we cannot take a nationwide journey to behavioural change without every person and every community understanding that it's their responsibility to do better for all children.

There are many exciting projects on the horizon that will improve the life and wellbeing for many New Zealand children. At the same time there is still much work to do.

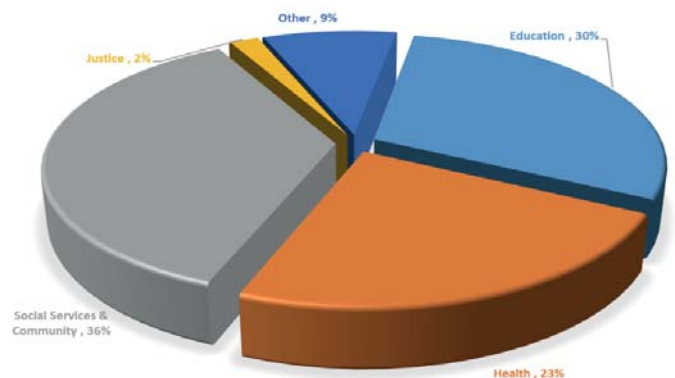
# Child Matters' Outcomes

## People attend Child Protection training from all walks of life

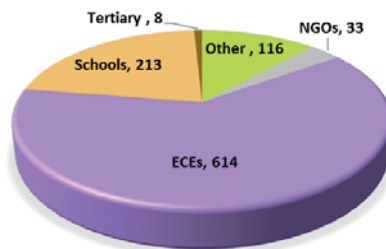
In the past year, Child Matters delivered training to a total of 3470 attendees, who work in the Health, Education, Social Services and Community, and Justice Sectors. In the Education sector, it is noticeable that it is Early Childhood Groups (ECEs) who are by far the most numerous in undertaking child protection training. It is a credit to those in that profession who have upskilled themselves to protect the children in their care. Schools make up only 10% of all attendees in child protection training.

ECEs sent 614 participants for training, with schools sending only 213 staff. In the Health sector, the majority of the participants came from NGOs (273 staff) that provide health services. These organisations included Stand Children's Services, Plunket and Salvation Army. This was followed by doctors and medical centre staff (214 participants), and included organisations such as Turuki Health Care, Manaia PHO, West Fono Health Trust and Ngati Hine Health Trust.

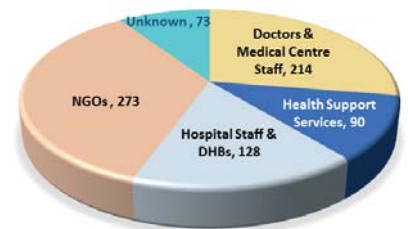
Where do our attendees come from?



What part of the education sector do our attendees work in?



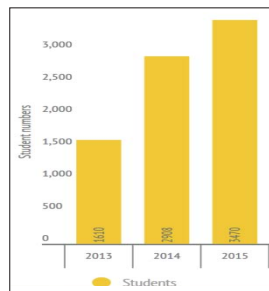
What part of the health sector do our attendees work in?



## Course attendees rise annually

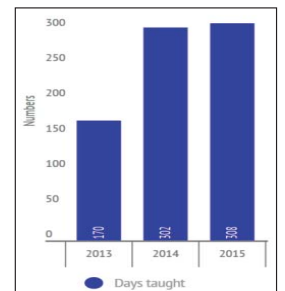
The total number of people that have received some type of child protection education continues to increase steadily. In 2014, Child Matters delivered training to a record 3470 people from throughout New Zealand.

These people attended programmes ranging from 1-day workshops, 5-day Child Protection Studies programmes, year-long Diploma in Child Protection Studies, to seminars and professional development training specifically tailored for individual organisations.



## A course somewhere almost every day

Interestingly once again, for every one of the 250 working days of the year Child Matters was running at least one course (and sometimes more) somewhere in the country.



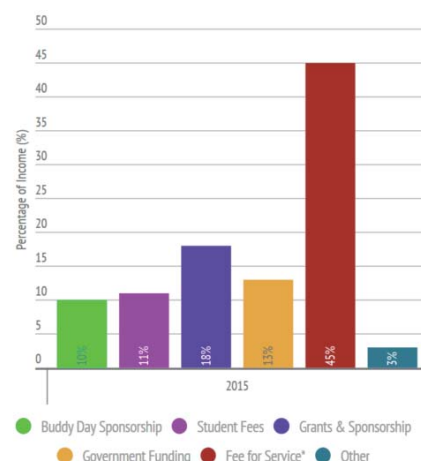
## Where does our income come from?

\* As with any business, Child Matters contracts services for fees. This includes training delivery, consultation, policy writing and advisory services.

Over half our income in the last financial year came from a range of services to both public and private clients. Child Matters has increased its self-reliance (fee for service) 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 primary a fee subsidy for students attending our year-long diploma, fee for service, 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.

The numbers refer to the number of people attending the training



# Child Matters' Outcomes



## *Safer Recruitment, Safer Children guidelines*

Child Matters was proud to be a partner in the development of Safer Recruitment, Safer Children, a guide for organisations to employ people who are safe to work with children.

The guide was co-produced in an innovative partnership between Children's Action Plan Directorate and Child Matters, signalling a new collaborative way of Government and non-government organisations working together to support the safety and wellbeing of children in New Zealand.

Safer Recruitment, Safer Children supports the Vulnerable Children Act 2014 in which new regulatory requirements and legal minimum standards will be introduced to safety check all government-funded paid employees.

The publication was launched jointly in March in Hamilton by Minister Anne Tolley and CEO Anthea Simcock

## *NZQA external evaluation and review*

In April 2014 Child Matters was subject to an External Evaluation and Review by the New Zealand Qualifications' Authority (NZQA). The Child Protection Studies Programme was reviewed and evaluated as Excellent across all focus areas, and Child Matters was awarded the highest possible rating of Highly Confident and Highly Competent.

Child Matters continues to achieve annual Moderation assessment requirements required by the Industry Training Organisation, Careerforce, and in February 2015 Child Matters successfully achieved the two-yearly Child Youth and Family Standards of Approval audit.

## *Buddy Day recognised nationally and internationally*

Child Matters' awareness campaign Buddy Day has received both national and international recognition.

In September 2014, Child Matters was invited to deliver a presentation about Buddy Day to the annual international

conference held by the International Society for the Prevention of Child Abuse and Neglect (ISPCAN) in Nagoya, Japan.

In March 2015 a short video on Buddy Day was presented by World Women's Summit Foundation (WWSF) to the United Nations Human Rights Council in Geneva. The presentation was met with applause from the panel of UN delegates from World Health Organisation (WHO) and Secretary General on Violence against Children, as well as over 65 other UN and Government representatives.



Also in March, Buddy Day was announced category winner at the annual Public Relations Institute of New Zealand (PRINZ) awards.

## *Wintec Strategic Alliance*

The Waikato Institute of Technology (Wintec) and Child Matters have agreed to work more closely together for the mutual benefit of all those involved with both organisations and the wider community.



A strategic alliance was signed between Child Matters and Wintec on 30th March 2015. The alliance formalises and gives greater weight to the cooperative stance the two organisations already have in the way we work together, influencing thought leadership about best practice, to benefit children and families, including students of Wintec, staff of both entities, and the communities of the greater Waikato region and New Zealand.



# Child Matters' Outcomes



## 20th Anniversary Gala Dinner

October 2014 marked the 20th anniversary of the establishment of Child Matters. This prestigious milestone was celebrated at a gala dinner held at Wintec Atrium in Hamilton, and attended by an invited audience of people who have supported and sponsored Child Matters over the past two decades. These people have enabled us to both survive and to achieve the outcomes of which we are very proud.

The event was an opportunity to thank those who have helped make the journey to date possible. The evening provided wonderful food and entertainment, as well as a chance for many who have been part of the Child Matters journey to reconnect and reflect on the challenges, hard work and successes that have defined these 20 years.



## Anthea Simcock receives Honorary Degree

Child Matters' founder and chief executive Anthea Simcock was awarded an honorary degree from Wintec in recognition of a lifetime dedicated to preventing child abuse in New Zealand. Anthea was honoured to have been selected as this year's recipient of an Honorary Bachelor of Applied Social Science (Social Work) and to join a distinguished alumni.

Anthea was delighted not only to be honoured in this way by Wintec, but also that the subject of child protection had been given recognition in this way.

## A year at a glance

- Jul-14 Child Matters intranet platform is launched
- Jul-14 Child Protection Consultant Kim Dickinson joined Child Matters from the United Kingdom
- Sep -14 CEO Anthea Simcock presented a paper on Buddy Day at the ISPCAN congress in Japan
- Oct-14 Buddy Day secures six figure sponsorship for 3 years, transforming Buddy Day (Sovereign)
- Nov-14 Child Matters celebrates 20 years at a gala dinner event held at Wintec, Hamilton
- Mar-15 Fourth annual community awareness event Buddy Day held
- Mar-15 Buddy Day received international recognition in March at a presentation to the United Nations Human Rights Council in Geneva.
- Mar-15 Anthea Simcock receives an honorary degree from WINTEC
- Mar-15 Strategic alliance agreement with WINTEC signed
- Mar-15 Safer Recruitment, Safer Children co-produced in an innovative partnership between Children's Action Plan Directorate and Child Matters
- Mar-15 Buddy Day announced category winner at the annual Public Relations Institute New Zealand (PRINZ) awards in Wellington

# Child Matters' Activities

## *Child Matters farewells General Manager, Bevan Bayne*

In July 2015 we farewelled Bevan Bayne, as he moved on from his role as General Manager of Child Matters and into a new position in the health sector.

Bevan had been an integral part of Child Matters leadership and operations for more than three years. His passion and dedication to child protection and improving the lives of children has always been at the forefront of his work as General Manager, and as a father and school leader outside of Child Matters.

## *Policy Advisory Services launched*

Child Matters was excited to launch the specialised Policy Advisory Services in January 2015, offering tailored support services for organisations to develop and implement an effective child protection policy.

Child Matters' Policy Advisory Services have been designed to provide customised solutions to ensure organisations are taking every possible measure to keep children safe. This includes a range of service options from expert advice on existing child protection policies to full support developing and implementing a new policy.

With the passing of the Vulnerable Children Act 2014, selected Government agencies including Ministries of Education, Health, Justice, Social Development and NZ Police (and all providers they contract to deliver children's services) must have child protection policies that guide staff to identify and report child abuse and neglect.

In response to these new requirements, a number of organisations from a wide range of sectors have engaged in policy advisory work with Child Matters. These agencies include Government agencies such as Department of Corrections, NGOs, and regional schools in Havelock North who have collaborated to develop overarching, community-led policies to keep children safe. This work has also resulted in a better understanding from organisations of the various ways they can safeguard children, including the need for a designated child protection champion and child protection training for staff.

## *Child Protection Champions*

Each organisation or service should have someone who holds the responsibility for child protection for that organisation. This designated person is sometimes referred to as a Child Protection Champion, Co-ordinator or Lead. The Child Protection Champion takes on the job within their agency for ensuring child protection is a key focus, and that child protection policies, staff training and support are in place and will often become a source of advice and support for staff who may have child protection concerns

The Child Protection Champion is someone who has a keen interest in child protection in general, who undertakes extensive training and can be to be available and accessible to staff for advice and guidance and influence when needed.

We are delighted with the number of people throughout New Zealand who are taking on the mantle of Child Protection Champion. It is heartening to see Child Protection Champions being established at all New Zealand prisons and Corrections' sites, at PHOs and so many Early Childhood Centres.

## *Children's Teams sites go live*

Since June 2013 Child Matters has supported the development and establishment of Children's Team sites through the provision of Orientation and Capability Building Programmes. This year, Child Matters (initially independently, and since March 2015 in consortia with Auckland UniServices, Plunket

and Te Mauri Kore Limited), has been providing support to the Rotorua, Whangarei, Horowhenua/Otaki, Marlborough and Hamilton Children's Team sites.

This support has focused on the development and delivery of tailored orientation training to each Children's Team site. The training has been for those involved in the Children's Teams, as well as the wider children's workforce. It is aimed at helping these people to

understand the Children's Team concept, roles, responsibilities and how the team will be operating locally. In-depth orientation training has been provided to Lead Professionals to support them to operate effectively within the Children's Team.

The consortium has also provided capability building training to support competency development across the key areas of identifying vulnerability, engaging with whanau, working together, and the development of effective child protection policies and safety checking. This capability work was supported by the delivery of community driven change strategy sessions in children's team sites to support engagement, change management and the principles of the Children's Action Plan.



# Child Matters' Activities

## Buddy Day

Buddy Day 2014 was bigger and better than ever before. Capturing the imaginations of New Zealanders for a fourth year, the Child-Matters'-led Buddy Day continues to raise awareness, start conversations and provide a visual reminder that 'it takes a community to look after a child'.

More than 1,800 Buddies were adopted by community and business leaders and other members of the public - helping to generate publicity and conversations about what we all can do in our everyday lives to ensure safe environments for children.

Buddy Day's success is measured in a variety of ways, such as the number of leaders attending the breakfasts, the number of people involved through businesses, anecdotal stories, and independent research and media results.

Key success factors included;

- 28 national media articles reflecting Buddy Day messaging
- 25,000 child protection information brochures produced and distributed
- 96 groups involved in creating 1,800 Buddies
- 1,105 people attended breakfasts in four cities and who looked after Buddies for the day
- 450 Buddies in workplace programmes.
- Over 30 businesses involved – two of which have over 700 staff
- 12 high profile individuals and celebrities promoting Buddy Day
- Support from the Prime Minister resulting in three cabinet ministers speaking at the breakfasts and a number of members of parliament involved in the initiative

Buddy Day champions and supporters once again played a pivotal role in the success of the event in 2014. As a vehicle to engage the general public in areas outside of Buddy Day activity, six 'celebrity' Buddies were auctioned and sold on Trade Me. Black Seeds frontman Barnaby Weir, Shortland Street cast members, Auckland artist Otis Frizzell, WORLD fashion designer Benny Castles and New Zealand artist PJ Paterson joined United Sweets in decorating the Buddies. The auctions received a total of 16,331 views, and raised \$796.10.

In addition to the Trade Me artists, other high profile Buddy champions involved included sporting medalists Sarah Ulmer, Bull Allen and Kerry Suter, My Kitchen Rules winner Neena Truscott, comedian Jeremy Corbett, and Sir Ian Athfield.

A number of business and community leaders and champions took leadership roles, encouraging, activating and mobilizing their staff and communities to take responsibility for the wellbeing of children.

Buddy Day also received national and international acclaim.

Independent research and other measurement outcomes confirm that Buddy Day is an effective vehicle to make positive social change. Building active partnerships remains a focus for Buddy Day 2015 campaign.



# Looking to the future

We are determined to make the transformational changes necessary to create sustainable, safe environments where children can flourish. This means that Child Matters continues to create instances of where this is happening, to influence how we all think and speak about children, and to provide the infrastructure of advice, expertise, training and resources needed to support a new approach.

Child Matters talks more and more about “putting the child at the centre of everything we do”, of “creating a society and an environment where children can thrive and flourish” and of making the concern and wellbeing of children the “everyday business of everyday people”. As we do so, we not only articulate different ways of thinking about children, we also start to change the way others actually talk and respond. These are not just powerful ideas, they are the ideas that people find they can respond to intuitively and easily. They offer ways of talking about children that are logical and make sense.

Over the last year, we have noticed more and more people using similar language, talking of the well-being of children in related ways, of taking a “whole child approach” and of putting a “child focused lens” across actions that they may be contemplating. Ideas have their time, and it’s hugely encouraging to think that this is the right time to start making big strides in how we all think and talk about how we shoulder the responsibility for our most vulnerable.



Child Matters will continue to promote these ideas and to stimulate and support all members of our society, our businesses, individuals, agencies and community groups, to consider what they can do to protect vulnerable children and how they can play their part in achieving that goal.

This effort will go hand in hand with the work we undertake to develop knowledge, skills and confidence for people working with children. It is also very clear that even as our society is starting to become more aware of the need to consider the wellbeing of children, there remains an enormous need for basic child protection knowledge, expertise, and advocacy. Children continue to be harmed because even in 2015, people who might have been able to intervene did not recognise the signs of vulnerability or understand the significance of the behaviours they witnessed of the children or parents. Providing this most essential education and training, tailored for specific organisations’ needs as required, along with the provision of a comprehensive child protection policy and safe screening service will therefore remain a very important part of Child Matters’ work.

To be most effective, we need to work within collaborations and partnerships. Collaborations help increase the understanding and recognition of vulnerability in children, and we work with partners to assist them in their diverse and specific ways to step up and play their part to invest in our children and in our nation’s future.

Over the next year we also expect that our efforts will become more efficient as we embrace new technologies and information-sharing opportunities that transform internal processes and will allow us to pass on child protection knowledge even more widely.

# Child Matters' Governance

The 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 to overcome and ensure the organisation has a clear vision of its achievements and direction.

## Anthea Simcock, CEO

Founding Chief Executive of Child Matters, Anthea 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 has successfully led Child Matters from a small trust 21 years ago to the influential, nationally recognised organisation it is today.



## Neil Richardson, Chair

Neil is a respected businessman, company director and philanthropist with over forty years of experience across many industries and countries. He is currently a chairman/director and investor in a wide range of companies, including Waikato Aggregates, New Zealand Home Loans, Smart Trade and Quantic Biotechnology. He is involved with numerous charities, including roles as Chairman Child Matters and the NAR Foundation and a Trustee of the Momentum Foundation and Te Awa Trust. He is Chair for the Advisory Board at the Waikato Management School where he is also an Adjunct Professor with a particular interest in corporate governance.



## 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

Beverley 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.



## John Ahu, Kaumaatua

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

John 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 is also Kaumaatua Mental 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.

# 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

### **Jane Searle, General Manager – Operations and Relationships (From July 2015)**

Jane recently returned to the Waikato where she studied and qualified as a barrister and solicitor practicing criminal and family law. A passion for doing better for children led her to leave the legal profession and join the NZ Police, where after qualifying as a Detective she worked on the Child Abuse Team. Jane has also worked as a Counter Fraud Specialist in the UK, where she headed a team of investigators responsible for fraud detection and investigation. After returning to New Zealand Jane worked as a trainer for local government, financial institutions, insurance companies and the health sector before joining Child Matters in July 2015.

### **Amanda Meynell, National Manager, Child Protection Education and Advisory**

Amanda leads a team of Child Protection Consultants and is responsible for 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, and an Expert Advisory Group member for the Waikato Child Health Programme. Amanda has prior experience as a Social worker, a Social Work Supervisor and a Site Manager, and has a Bachelor of Social Sciences (1st class honours), a Diploma in Social Work and a Certificate in Adult Teaching.

### **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.

## Child Matters Consultants

### **Rachael Bell**

Rachael's professional background is as a Social Worker, working in both statutory and community settings, both in New Zealand and in the UK. Rachael has also worked within the Education sector supporting schools with child protection responsibilities. Rachael is currently lead Consultant for Child Matters' Policy Advisory Service.

### **David Caldwell**

David is a Social Worker from the UK. He studied Law and Criminology, specialising in Child Law and has a Masters of Social Work from The University of Manchester. He has worked as a Mental Health practitioner in the UK working with youth, specialising in self-harm and suicidal ideation.

### **Kiri Crombie**

Kiri's background includes working at Child Youth and Family as both a Care and Protection Social Worker and an Adoption and Foster Care Social Worker. Kiri also worked in Canada for the Department of Justice, Victim Services, working with families of homicide victims and victims of other serious crimes.

### **Kim Dickinson**

Kim met Child Matters whilst working in the UK for the NSPCC as a Senior Consultant and as an Inter-agency Training Co-ordinator for a Local Safeguarding Children's Board (LSCB). Kim also has experience delivering accredited vocational learning to prisoners.

### **Moyna Fletcher**

Moyna has over 20 years' experience in child abuse prevention, including assessment and intervention of child sexual abuse, parent education and managing children's behaviour groups. She has an interest in preventing abuse of children with disabilities.

### **Louise Gibson**

Louise worked as a police officer in the UK and NZ for more than 9 years. She is a qualified Detective specialising in child protection, and has experience in forensic interviewing of child abuse cases for court hearings.

### **Louise Petzold**

Louise has a focus on family violence intervention, vulnerable youth, children and families and effective community response. Louise has worked as a Family Law solicitor in the UK, and as a youth and whanau worker within Stopping Violence Services in New Zealand.

# Sponsorship and Support

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

NZ Lotteries Grants Board  
Sovereign Group  
Tindall Foundation  
Trust Waikato  
WEL Energy Trust

## *And to*

Neil Richardson  
Bay Trust  
Canterbury Community Trust  
Department of Internal Affairs – COGS  
Eastern and Central Trust  
Estate of Gordon Lindsey Isaacs  
Hamilton City Council  
Hawkes Bay Foundation  
J M Ferrier Trust  
Lion Foundation  
Mainland Foundation  
Midland Health Network  
North and South Trust  
Otago Community Trust  
Pub Charity  
Rotorua Energy Charitable Trust  
Sky City Hamilton  
Salesforce Foundation  
Whanganui Community Foundation  
W M Bear Charitable Trust  
Waikato Tainui

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 this valuable contribution, many of these people also generously provide their services at no charge.

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.



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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