



**Child
Matters**

EDUCATING TO PREVENT CHILD ABUSE

**ANNUAL
REPORT
2016**



In a year of significant social and legislative change, and an increasing public consciousness of the protection of New Zealand's children, Child Matters provides the framework, expertise and commitment to allow everyday New Zealanders to make a difference.



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

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

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Our People

Relevance, Effectiveness, Viability

Relevance – to Government policy and ministries' strategies

Effectiveness – in delivering changing outcomes

Viability – of Child Matters as an organisation

Over the past six years as chair of Child Matters I have witnessed a major growth in the scope of activities and performance of this great organisation. It continues to develop 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.

However, this focus on excellence is not sufficient to ensure that we simultaneously contribute to transformational outcomes and remain a viable enterprise. Child Matters must continue to ensure its relevance to the outcomes sought by government and its delivery ministries. Within this context, we are actively reviewing our strategy, services and competencies to meet the goals of the recently enacted Vulnerable Children Act, the new Ministry for Vulnerable Children – Oranga Tamariki, and other key government departments.

In addition, the Child Matters board and management are constantly evaluating our effectiveness as an organisation. This not only covers the ongoing delivery of services, but also our ability to develop a business model, organisation and competencies that meet the new government and ministry requirements. This is requiring an extraordinary level of consultation and planning by our leadership team.

This focus on continuing relevance and effectiveness is being undertaken within an environment of constant pressure on costs and maintaining a viable balance sheet as a charity with limited sources of funding. Child Matters faces ongoing financial pressure which can sap the energy of the board, management and staff. We are constantly working to manage this situation.

Within this changing and increasingly complex environment we continue to build upon our strengths. These include a clear purpose, ongoing 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.

At our core is our staff. Our past achievements and our ability to build a viable organisation for the future is only possible because of the dedication and professionalism of our staff at all levels of the organisation. I particularly recognise the leadership team of Anthea Simcock, Jane Searle and Amanda Meynell for their ongoing commitment to the organisation.

My thanks to the Board of Trustees, who continue to give generously of their time and talents to support this important work. Welcome to our new Trustee Andrea Twaddle and to Edgar Wilson who has returned to the board.

Finally, 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.

Child Matters' ability to deliver to our vision will be determined by our ability to remain relevant, effective and viable long into the future. These are challenging times for Child Matters, but a time when our services have never been more needed in the creation of a New Zealand to which we all aspire.

Neil Richardson

Chair



CHIEF EXECUTIVE'S REPORT

Child Matters has a long history of providing child protection training, community awareness programmes, advice and resources, which together support a vision of a society where all children can flourish in safe, stable, nurturing environments.

In the 22 years since the creation of Child Matters, society has made enormous advances in child protection thinking and awareness. In the past 12 months alone, the New Zealand public has made a profound shift in its acceptance of the issue of child abuse; the media is more ready to write about the subject, and communities throughout the country have responded passionately to the very tragic cases of children who have been killed through maltreatment.

Sadly, it is only because of our appalling record of child abuse deaths, and the fact that so many children continue to be harmed by those who should protect them, that the subject has been brought to widespread attention.

While public awareness is growing, as a nation we still do not protect our little ones in the way they deserve. We need more people with the depth of knowledge and confidence to take action to keep children safe. Child protection education is essential to enable this to happen. This year, Child Matters has given particular emphasis to providing that education to as many people as possible, in order to make the greatest difference possible.

Huge changes are occurring in the Government sector. The embedding of the Vulnerable Children Act (2014), the continued establishment of Children's Teams and the reorganisation of Child, Youth and Family into a new entity are creating change of a scale not seen for 30 years. Child Matters, like other not-for-profit organisations and government service providers, needs to prepare for a different future.

During the year we have made a number of internal changes and brought a focus on greater efficiencies. Beginning with the appointment of Jane Searle as General Manager, and the employment of new staff as vacancies arise, we now have an exceptionally efficient, flexible and integrated team. They are supported by systems and technology that prepare them to both respond to a fluid and changing social service environment, and to take a proactive approach to meeting child protection needs. Our strong and diverse team of specialist consultants, with expertise from all areas of child protection that include police, legal, social work, education and children in care, provide professional development and consulting services that consistently receive the highest commendation.

We continue to have a number of working partnerships of which we are extremely proud. We have been particularly pleased to work in partnership with New Zealand School Trustees Association and Ministry of Education to support schools with establishing their child protection policies.

“*Developing child protection champions is a priority for Child Matters*”

Our training numbers have increased by more than 40% on the previous year, reaching a record 5,520 people. During the current year, almost 300 people dedicated five days from busy schedules to attend our specialist training and become child protection champions to support and help others in their communities.

Developing child protection champions is a priority for Child Matters. Funding for this specialist programme has become more challenging in recent times, with traditional philanthropic funding sources having halved over the last four years. We are nevertheless committed to increasing the number of people able to attend the programme. It is simply vital for our children and our society.

It is only with such committed people, partners, and a dedicated Board of Trustees that Child Matters is able to make the difference it does.

Thank you all.

Anthea Simcock

CEO



CHILD MATTERS - WHY WE EXIST

Protecting New Zealand's most vulnerable children requires a commitment from us all, the knowledge to undertake that commitment, and the courage to act on it. Child abuse has been described as the nation's single most important public health challenge, both for its effect on people, and for its economic impact. On average, one child dies every five weeks at the hands of those who have responsibility for their care. Most of these children are under five and the largest group of children killed are less than a year old.

Prevention, detection and an effective response to suspected abuse are needed to reduce and eliminate this problem. Because child abuse is a complex and emotive topic, it is important that we capture the hearts and minds of New Zealanders so the public not only have a passion for making our country a safer place, they also know what to do.

Facilitation, training and consultation

To date, almost 30,000 people have participated in Child Matters child protection training programmes. These programmes have created child protection champions within organisations, institutions, businesses and community groups who are changing the way people think about their responsibility towards protecting children.

There is not one agency that can do it alone but together we can make a difference.

Without Child Matters, numerous social services, education and health workers would have a gap in their training and confidence to prevent, detect and respond to child abuse.

Transforming society

Child Matters speaks up publicly for the rights of children and to help people change the way they view and understand the issue of child abuse.

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. Every New Zealander has a critical role to play in keeping our children safe and together we can genuinely make a difference.

We have seen some major shifts in the public's thinking over the last two decades. However, there is a perception in New Zealand that child abuse happens to 'other people' and in general there is

"We provide leadership, inspiration, information and advice to all those who have a direct role in keeping children safe, as well as those who have a role in contributing to a society that provides a safe environment for children."

The ongoing delivery of child protection training is crucial if we are to have a society that knows how to look out for its children, take action when needed and follow up to ensure safety. Child Matters delivers training programmes to meet this ever widening demand.

Child Matters provides a range of specialist resources, online guidance, personal advisory services and advice to both individuals and institutions.

Empowering communities and business

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

little understanding of the issue and the role people should play in keeping children safe.

Recent changes in legislation, including the Vulnerable Children Act (2014), are an encouraging sign that our advocacy work, submissions to legislation and expert advice are helping to make a positive difference for vulnerable children in New Zealand.



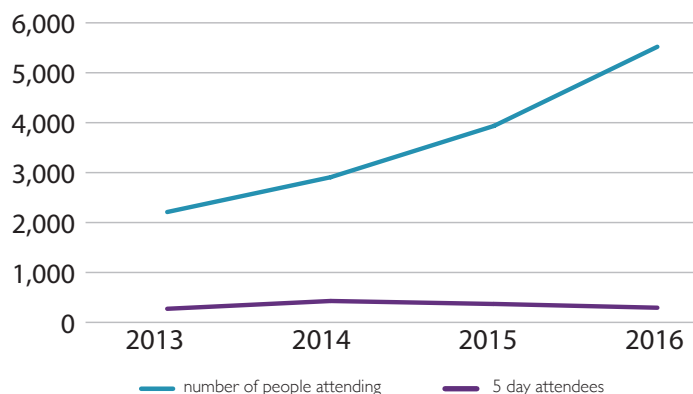
FACILITATION, TRAINING & CONSULTATION

Attendees

There was significant growth in attendee numbers at Child Matters' training courses this year with an increase of 40.3%, bringing child protection, policy information and advice to a record 5,520 people. It is essential that people have an introductory knowledge of child abuse and these figures are very encouraging.

At the same time, attendees on the core five-day Child Protection Studies Programme, which develops crucial child protection champions, has not kept pace with this overall growth. This is due in part to a slight overall drop in participation rates, but more importantly, to fewer courses held because of funding challenges. Securing additional support to maintain these courses is a significant priority for Child Matters in the coming year.

People attending all training courses



Background to attendees

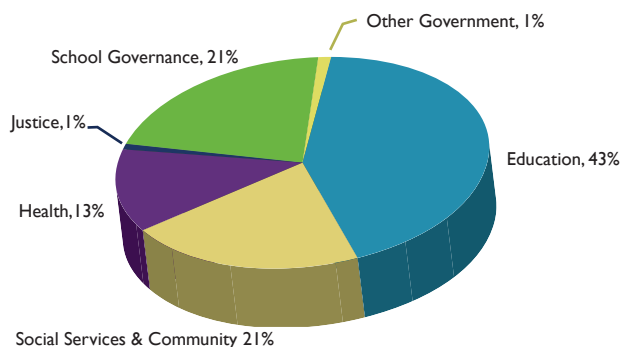
More people than ever before have attended training from the education sector. The education sector's partnership with Children's Teams, the Vulnerable Children Act (2014), and a desire to ensure early childhood centres, schools and koohanganga reo have more robust child protection policies and safer working practices, all appear strong contributors to this increased interest.

This year we have included a new category, School Governance, with the successful delivery of 80 seminars nationwide to school Boards of Trustees, in partnership with the New Zealand School Trustees Association.

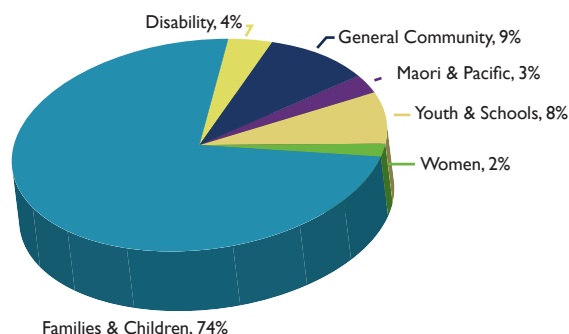
The co-existence of child abuse with family violence, drug and alcohol misuse and untreated mental illness is well understood, and it is notable that many who attended training courses are from organisations specialising in family violence prevention, support services, addiction services or supporting families with mental illness.

Attendees within the 'Families and Children' grouping are those who provide a range of services that include early intervention, counselling, education, therapy and support services.

What fields do attendees work in?



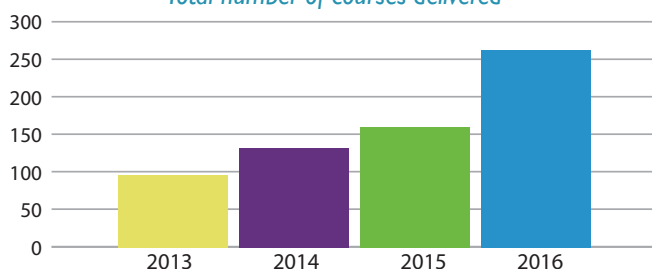
What part of the social sector are attendees from?



Delivery

The total number of courses delivered has more than doubled over the last four years, with a particularly marked rise in the delivery of workshops and presentations.

Total number of courses delivered



FACILITATION, TRAINING & CONSULTATION



Ministry of Education Workshops

The Ministry of Education contracted Child Matters to deliver 15 workshops nationwide during June 2016 to education leaders and teachers in schools, kura, early childhood services and koohanga reo. These workshops, *Putting a Child Protection Policy into Practice*, were focused on how to implement child protection policies as required by the Vulnerable Children Act (2014), understanding the importance of effective child protection policies, procedures and safety checking, and being able to identify and respond to vulnerability, child abuse and neglect. There was an overwhelming interest from the education sector in these workshops, and Child Matters subsequently entered into an additional contract with the Ministry of Education to deliver another four workshops in Northland in June and early July 2016. There continues to be ongoing demand from the education sector for further support in regard to identifying vulnerability and child abuse, and the implementation of the Vulnerable Children Act (2014).



Diploma in Child Protection

Since May 2013, Child Matters has been working with Careerforce as part of the New Zealand Qualifications Authority (NZQA) targeted review of qualifications, focusing on the health, social services, disability, and Whaanau Ora level 1 – 6 qualifications on the NZQA framework. This targeted review is aimed at ensuring that New Zealand qualifications are useful and relevant to current and future learners, employers and other stakeholders. As a member of the Pan Sector Working Group for this cluster of qualifications, Child Matters National Manager – Child Protection Education and Advisory Service, Amanda Meynell, has influenced the focus on child protection within this qualification suite. Qualifications as part of this suite will now include a component on identifying and responding to vulnerability and child abuse. Additionally, from August 2016, a nationally owned stand-alone qualification, the New Zealand Diploma in Child Protection, will be available on the NZQA framework.

“ My participation in the Child Matters’ Diploma has strengthened and consolidated my personal and professional understanding and knowledge of child protection. My awareness of societal attitudes and understanding, or lack of understanding, of abuse and trauma inflicted on children has been shaped and challenged by the course content, the amazing presenters and the diverse assignments. I have become more analytical and focused; I listen with more depth. I will never again read an article on child neglect, abuse, or children’s issues in the newspaper or listen to media reports and take those on face value. I have thoroughly enjoyed and valued the assignments and how these have supported both reflection and the building of a robust resource of child protection and advocacy knowledge. ”

Penelope Frost, Regional Manager, STAND Children’s Services

FACILITATION, TRAINING & CONSULTATION

Expert Advisory Panel

Each year Child Matters invites a group of key stakeholders across a variety of sectors to review its work, discuss current and developing trends in relation to child protection, and explore how Child Matters can continue to develop and improve training programmes and strategies to meet the needs of those working with children and families in our communities. Child Matters utilises the expert guidance and advice from this group to improve existing programmes and services, and to develop new training courses. We are grateful to the key stakeholders who participate in this annual event and would like to thank representatives from Waikato-Tainui, Midlands Health Network, Footsteps Pounamu, Waikato Institute of Technology, Child, Youth and Family, New Zealand Police, and Community Investment for their time and input this year.



New Zealand School Trustees Association

Since November 2015, Child Matters has worked with the New Zealand Schools Trustees Association to deliver a series of *Vulnerable Children Act (2014) – Ensuring the Health and Wellbeing of Children* workshops to school Board of Trustees nationwide. To date, a total of 79 workshops have been held with 1,420 participants across New Zealand. The focus has been on supporting Board of Trustee members and school principals to understand and implement the Vulnerable Children Act (2014) in schools, to understand their role and responsibility and those of others in promoting child safety and wellbeing, and to understand how relevant operating policies and procedures promote child safety practices when recruiting, appointing and employing staff. These workshops have been positively received by Board members and school principals alike and due to the demand for this training, Child Matters will be delivering an additional 30 workshops in late 2016.



“ I just wanted to say a massive thanks to you today. I had to make a (quite serious) report of concern to CYFs this week. Today I spoke to the parents of the children involved and found I was able to confidently explain the process their children will go through, including an evidential interview. It felt so good to feel truly professional and to know that the information I was supplying was informative and correct. ”

Kim Button, Services Coordinator, Neighbourhood Trust Christchurch

EMPOWERING COMMUNITIES & BUSINESSES



Waikato-Tainui and Child Matters

Child Matters is proud to have an ongoing relationship with Waikato-Tainui. This year Child Matters has been privileged to support Waikato-Tainui's Mokopuna Ora project – a joint initiative between Waikato-Tainui and Child, Youth and Family. This project aims to achieve two outcomes – educating and supporting whaanau to ensure that Waikato-Tainui children remain in the care of their whaanau, and placing Waikato-Tainui mokopuna currently in Child, Youth and Family custody back with whaanau. Child Matters has supported the Mokopuna Ora team in their development of a Mokopuna Ora Tamariki Protection Policy and has recently delivered a training session as part of the Mokopuna Ora Kaitiaki Tono training for potential caregivers. Child Matters strongly supports the initiative's focus on safely transitioning children back to the care of safe whaanau.

Buddy Day 2015

The fifth Buddy Day was held on 13 November 2015 in Auckland, Wellington, Tauranga, Hamilton and the Central Plateau. More than 1,600 buddies were created and 453 carers were registered; 229 businesses participated, while 82 schools assisted with the decorating of buddies.

After five successful years of raising awareness of child protection issues in our communities, it is an opportune time to capitalise on the achievements of Buddy Day and move onto another phase of community engagement. Therefore, Buddy Day will not be delivered in 2016. However, Child Matters is looking forward to developing other community events that will build on what Buddy Day has achieved. We are indebted to the following organisations for their support of Buddy Day 2015:



ArtMakers
Bay Trust
Chow Hill
Clarity
Convex Plastics
Harcourts Foundation
HMC
Infinity Foundation

Jenner Real Estate
Mainland Foundation
Midlands Health
Network
Ngati Rangi
Ninmo Productions
North and South Trust
Longveld Engineering

NZ Guardian Trust
On Show
PBT Couriers
Phoenix Group
PSP
Pub Charity
Wintec

In addition, we would like to thank the individuals and organisations who donated their time, used their influence, and spoke at events throughout the last five years. This support has been invaluable and we recognise that Buddy Day could not have been the success it was without their help. We take this opportunity to thank them sincerely.



Department of Corrections

In 2013 Child Matters entered into a partnership with the Department of Corrections to develop a child protection policy. This involved providing training and support to embed policy guidelines and practices within the prison and Community Corrections environments. Under this policy, staff were assigned portfolio responsibility as Child Protection Champions. Child Matters delivered training to 135 new child protection champions and provided Practice Development Session material to support internal child protection and protocol training to staff within their district or prison.

The Department has implemented further changes for children visiting prisons. As of 1 September 2016, children under 16 years of age will need to have their guardian's permission to visit a prison and be accompanied by an approved adult visitor. Child Matters has valued the opportunity to work with the Department to enhance the safety and wellbeing of children visiting their parents and whaanau in New Zealand prisons.



“ *The course and its content were deep, in fact it was absolutely devastating and left me feeling quite emotional and drained at the end of every day, but I feel this emotion made it all real. Personally I wanted to learn about the ‘grey’ area. The area where I don’t want to upset the family because ‘what if I’m wrong’. The area where it isn’t an obvious referral to CYF or the police, but there’s...something and that something isn’t sitting well with me. Either the child is introverted, always grubby, no food, and avoids eye contact, or a child who is always wanting to smack everyone and everything and seems to have knowledge of language much older than their four years. It was these areas I wanted to learn about.*

And I did. I learnt that the grey areas will always be grey, that there is no definitive answer that I can know that will make everything right, and I reaffirmed that it is my ethical obligation as a teacher to protect children, to empower them and to keep them safe. Most importantly for me was I learnt that I’m actually ok to be wrong... because what if I’m right? This is the biggest, yet most simple, way of explaining it.

What if I’m right?

”

Sharon Barnett, Teacher, Royal Road Preschool – Vital 5

THE PEOPLE WHO MADE IT HAPPEN

It is only through the generosity of many funders, philanthropic trusts, individuals and organisations that Child Matters is able to continue to undertake its work. We are extremely grateful not only for this financial support, but for the invaluable time, expertise and resources that have been so generously donated to help Child Matters in its mission to protect New Zealand children from harm. We extend our sincere and warm thanks to all those who have contributed in so many ways. We believe that every New Zealander has a critical role in keeping our children safe, and such generosity exemplifies this belief.

We are especially indebted to

Donny Charitable Trust
Grassroots Trust
Hugh Green Foundation
NAR Foundation
Sovereign Group
Tindall Foundation
Trust Waikato
WEL Energy Trust

And to

Neil Richardson
Bay Trust
Community Trust of Southland
Department of Internal Affairs – COGS
DV Bryant Trust
ILT Foundation
Lightwire
Lottery Community Facilities Fund

LW Nelson Fund
Otago Community Trust
Rata Foundation
Ricoh
Rotorua Energy Charitable Trust
Sir JLC Residuary Estate

Our appreciation also goes out 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, time, expertise and in-kind.

Adrian Yamunanathan
Andrew Richardson
Birgitta Nilsson
Bunnings Hamilton
CG Design
Christina McKenzie
Clare Walkin
Clark Todd

David Bennett MP
Eleanor Carmichael
Gallagher Group
Gina McKinnon
Gordon Hasset
Greenstone Group
Lori Bradley
Manukau Road Consulting

Owen Embling
Poto Williams MP
Print House
Raymond (Moko) Kumar
Salesforce Foundation
Shine PR
Tim Macindoe MP

Our Training Footprint

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



The success of child protection training programmes relies heavily on the expertise and participation of experts throughout New Zealand. We are grateful to the lawyers, doctors, specialists, and staff from Child, Youth and Family and New Zealand Police who are available time and 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.

FINANCIAL MATTERS

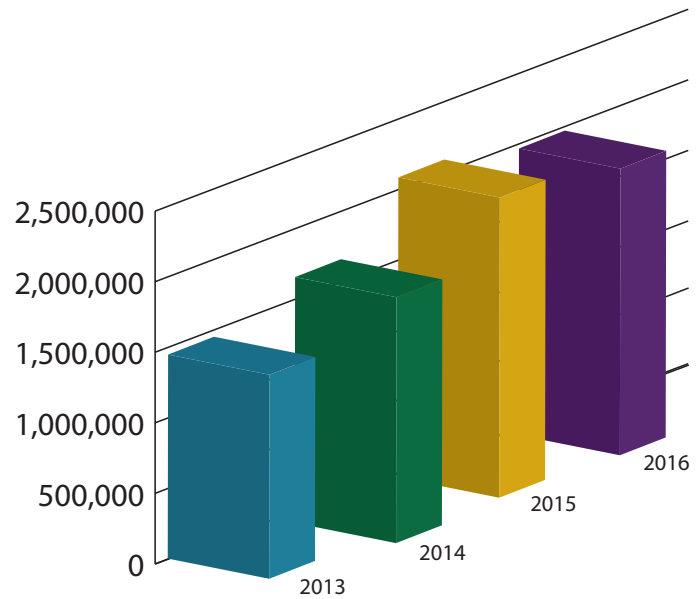
Income

Child Matters has maintained consistent growth over the past four years, with a current year income of \$2,117,727 and a contribution to equity of \$78,550.

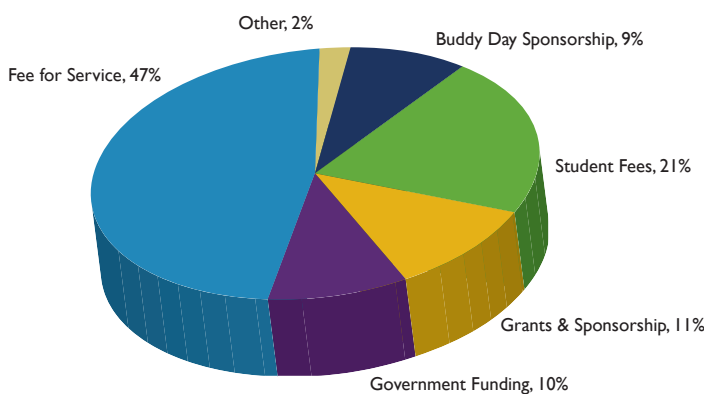
New reporting requirements under the Charities Act (2005) mean registered charities must meet the financial reporting definition of a Public Benefit Entity at one of the four reporting tiers.

Tier 2 comprises entities that are not publicly accountable and which have expenses between \$2m and \$30m. With a turnover of slightly over \$2m, Child Matters fits into the Tier 2 category of Charitable Organisations, making us one of the 6% of larger New Zealand charities.

4 Year income



Source of Funding - 2016

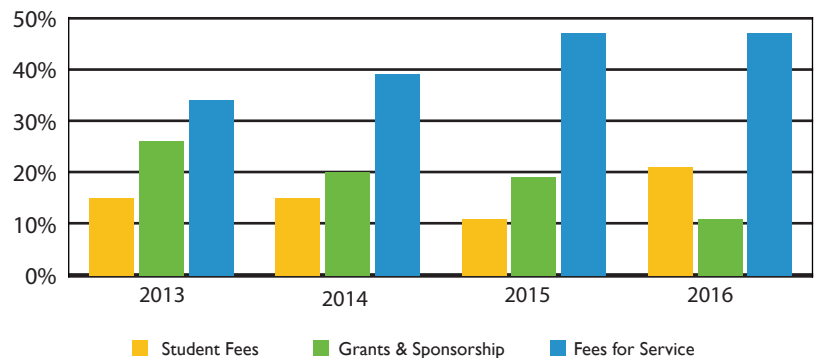


Funding

For the last two years, almost half of Child Matters income has come from contracts to deliver training and advisory services. Clients purchasing these services, which include training workshops, presentations, policy design services, child protection courses and other advice and support, comprise a mix of public agencies, private companies and not-for-profit organisations. Student fees account for one fifth of our income, up from 10% last year.

Over the last few years, Child Matters has relied more on fees for service, and has seen the traditional sources of grants and sponsorship decrease. This decline has created an enormous challenge for funding the five-day Child Protection Studies Programme – a programme which we know can make the greatest impact in protecting our children.

Source of Funding 2013 - 2016



CHILD MATTERS GOVERNANCE

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 Quantec. He is involved with numerous charities including Chairman of the NAR Foundation and a Trustee of the Momentum Foundation and Te Awa River Ride Trust. He is an adjunct professor at the University of Waikato with a particular interest in corporate governance.



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 22 years ago, to the influential, nationally recognised organisation it is today.



Andrea Twaddle

Andrea Twaddle is a director and specialist employment and health and safety lawyer at DTI Lawyers. Andrea is frequently sought as an educator on legal issues, presenting to industry seminars/conferences including the NZ Law Society, as well providing advice to other professional advisors, directors and leadership teams. She is well known for providing astute, pragmatic and commercially focused advice. Andrea is a guest lecturer to the University of Waikato, and Co-Convenor of the Waikato Bay of Plenty Branch NZLS Employment Law Committee.



Andrew Clements

A director of Grayson Clements Ltd (Lawyers), Andrew has over 20 years' experience advising on business structures, Trusts, Wills and Estates. His work includes structural design and implementation for family business interests, succession models, syndicated investments, trusts, and private wealth considerations. 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 (TEP), Andrew is a lateral thinker, solving problems with the benefit of diverse experience.



John Bailey

John Bailey is retired from the student support team with the Ministry of Education. John's teaching background has been in primary schools, spending 20 years as a school principal in rural and city schools. John has a master's 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 has worked in the social services sector 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 a Life Member New Zealand Nurses Organisation.



Farewell to Bev Burns

Board member Bev Burns retired from the Trust during the year after eight years' service to the board and Child Matters. Bev's insight, rich governance experience, along with her innovative and holistic approach, has had a strong influence on board and the organisation's thinking and strategy. She leaves to continue her work as clinical psychologist, other community activities and her more recent role as a grandmother. Child Matters is very grateful for her time and support and wishes her all the best in the future.

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.

Jane Searle, General Manager - Operations & Relationships

Jane began her career as a barrister and solicitor practicing criminal and family law in the Bay of Plenty. She left the legal profession to join the NZ Police and after qualifying as a detective, she worked with the child abuse team. Jane has also worked as a Counter Fraud Specialist in the UK, where she led 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 & Advisory

Amanda leads the 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 a member of the Waikato Child and Youth Mortality Review Group. Prior to joining Child Matters, Amanda spent 10 years working at Child, Youth and Family as a Care and Protection Social Worker, Social Work Supervisor and Site Manager (secondment), and has also practiced statutory social work in the UK.



Staff Expertise

Training and education programmes provide adults with essential skills, and just as importantly, the confidence and commitment to intervene when a child needs help. All Child Matters' consultants have front-line experience in working with vulnerable children and expertise in child protection, as well as qualifications and experience in adult teaching. They all have various additional qualifications and experience in child protection, including:

- Care and protection social work and therapeutic intervention
- Policing
- Law
- Leadership within child protection focused organisations
- Adoption, fostering and Home for Life
- Policy development
- Project management
- Self-harm and suicidal ideation
- Incredible Years parenting programme
- Prevention of abuse of children with disabilities
- Childhood sexual abuse and dynamics of sexual abuse
- Child sexual offenders
- Young people with harmful sexual behaviour





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

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



EDUCATING TO PREVENT CHILD ABUSE

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