



Safeguarding Children

Tiakina ngā tamariki

ANNUAL SUMMARY
2024





Tēnā koutou e hoa mā,

It gives me huge pride to present you with this year's annual report. The report speaks for itself in demonstrating the talent, hard work and sheer determination of our team, our volunteer Board, our supporters and our partners to make a difference to tamariki and rangatahi across Aotearoa New Zealand.

Safeguarding Children is an established, recognised and trusted national brand. We are a for impact organisation driven by need and outcomes. We are in a position to provide leadership to protect our tamariki and rangatahi but the scale of the change required demands partnerships of all kinds.

Child abuse changes childhood. We all have a responsibility to be a change for good and together, we can make a difference. Safeguarding Children form partnerships with other agencies and charities to deliver services to help keep children safe. We make submissions to politicians at select committees to ensure that children receive protection through legislation. We work with schools, whānau, sport, the religious sector, communities and businesses to build partnerships that can protect children, prevent abuse and transform the society our tamariki and rangatahi grow up in. It is through these partnerships, that we build a movement for change to protect our most vulnerable citizens.

I am proud to lead an organisation that delivers these outcomes for our tamariki and rangatahi, and one that is so ambitious in the goals we set for the future. Of course, this would not be possible without you. Your commitment to learn how to prevent, recognise and respond to child abuse and neglect makes you a hero. You are in every region across Aotearoa New Zealand, speaking out and stepping up by propagating child advocacy and doing all you can to keep our children safe. I would like to thank all of our supporters who ensure that every year, we keep growing to keep more tamariki and rangatahi safe at home and in the places they go.

Our vision – that children and young people live without abuse – is ambitious. But together, with the support and commitment from all of us, we can make a real difference to children's lives every day.

Kia kotahi te hoe o tō tātou waka

"Let us paddle our waka as one"

Willow Duffy

Safeguarding Children CEO



Our Purpose

Empowering Communities, Protecting Children

The team at Safeguarding Children are passionate advocates for the safety and wellbeing of children. Too many children in Aotearoa New Zealand experience abuse and neglect. We are driven to change this through education and sharing our expertise in safeguarding and child protection. The more people we can bring along on this journey, the better our chance of achieving our vision:

*The children and young people of Aotearoa New Zealand
are safe from abuse and neglect.*

Imagine a world where confidence replaces fear, stability supercedes crisis and children are given the safety and care they deserve. Safeguarding Children aims to equip those caring for children – family, community and organisations – with the knowledge, tools and strategies to support this.

Together, we can make a difference!



The Sobering Truth

New Zealand's need to address child safety

12743
CHILD ABUSE
CASES

In the year leading up to June 2023, **12,743** cases of child abuse were substantiated after an assessment or investigation by Oranga Tamariki, showing very little change from previous years

(Salvation Army Social Policy and Parliamentary Unit, 2024)



A child dies every 5 weeks as a result of violence in New Zealand

(UNICEF Innocenti, 2020)



New Zealand is ranked 35th out of 41 developed nations for child wellbeing

(UNICEF Innocenti, 2020)



One in five high school students reported they had experienced sexual harm through being touched in a sexual way or made to do sexual things they did not want to do

(Ministry of Social Development, 2022)



During 2023 one in five young people reported high levels of psychological distress, lower than in 2022 but still three times higher than the level a decade ago

(Salvation Army Social Policy and Parliamentary Unit, 2024)

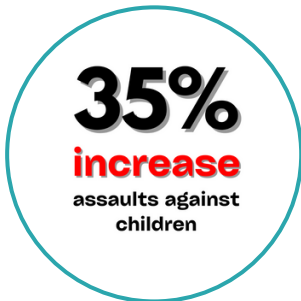


The number of child and youth suicides has been declining over the 5 years leading to June 2023.

(Salvation Army Social Policy and Parliamentary Unit, 2024)

However, Aotearoa has one of the highest youth suicide rates in the OECD

(OECD, 2023)



In 2023, reported common assaults against children rose by 35%, and assaults causing injury by 17.9%

(Salvation Army Social Policy and Parliamentary Unit, 2024)

2024 Key Achievements

We do make a difference!



As we wrap up another eventful year, it's the perfect time to reflect on the achievements of 2024 and recognise the dedication of our incredible team at Safeguarding Children. Here are some of the year's key highlights.

- **Meaningful change requires action.** In July, the Royal Commission of Inquiry into Abuse in Care final report was tabled in Parliament - a pivotal moment in New Zealand's history. The courageous testimonies of survivors revealed a scale, nature and extent of abuse exceeding what many could have imagined. Our collective response to Inquiry recommendations is an opportunity to honour those who have shared their stories, remember victims who have passed and demonstrate a united commitment to protecting the most vulnerable among us no matter their setting. Drawing on her experience as a Principal Advisor (Faith) with the Royal Commission, Safeguarding Children consultant Dr Michelle Egan-Bitran led the development of a new e-learning course. Designed for any professional or volunteer who engages with children in a religious setting, the Safeguarding Children in the Religious Sector course aligns with Inquiry recommendations, supporting meaningful change for children and young people of Aotearoa New Zealand.
- **Call for Children's Act to be changed!** Following the release of the Royal Commission's final report, Safeguarding Children continued its ongoing campaign calling for an urgent overhaul of the Children's Act 2014 - a piece of legislation failing vulnerable tamariki. In August, Safeguarding Children's CEO Willow Duffy addressed parliament's Social Services and Community Committee about the shortcomings of the Act: it does not apply to volunteers; the wording around child protection training is weak; it only applies to organisations receiving government funding; and there is no clear mechanism to ensure organisations fully comply with the Act. Earlier in the year, Safeguarding Children's petition to review the Act was submitted to The House of Representatives on 10th April 2024 by Nelson MP Rachel Boyak. Together, we will continue to advocate for children and make a difference!

2024 Key Achievements

Continued...



Spotlight on Safeguarding in Early Childhood Education. In response to a number of early learning services making referrals in relation to child protection, and the need to strengthen kaiako knowledge in this space, Safeguarding Children's Canterbury-based consultant, Jessica McQuoid, worked with five ECE centres in Ōtautahi Christchurch to provide tailored, on-site child safeguarding and child protection training for their teams.

This programme, which was funded by SELO (Strengthening Early Learning Opportunities), the Ministry of Education funded Professional Learning programme, aimed to enhance kaiako ability to recognise and respond to child abuse and neglect. Through training, Jessica addressed the unique challenges faced by each centre. There was a strong focus on building confidence amongst staff when engaging with family and whānau and raising child protection concerns, as well as fostering collaboration amongst kaiako themselves. Training involved a range of interactive activities such as group discussion, scenario work, Q+A sessions and self-reflection tasks. Additional topics covered during training included recognising signs and indicators of child abuse and neglect, disclosure handling, child protection policies and codes of conduct and trauma-informed care.

The programme's success was reflected in positive feedback from kaiako, who reported increased knowledge and confidence in safeguarding and child protection practices. This initiative not only promoted a more robust safeguarding culture within each of the centres but also strengthened kaiako ability to support children and their families and whānau.



As a head teacher, I really valued all the information shared throughout this course. Graduating in 2022, I feel this information regarding child safety and protection should be essential and talked about more often. I now feel more confident and capable in situations where I may see or hear something that is of concern and know how to move forward in these situations. Thank you so much!

This training goes more in depth and is more thought provoking than just completing the regulatory training online every 2 years. It's the opportunity for collaboration and discussion as a team that is most beneficial with the guidance of a knowledgeable facilitator.

The group activities were really interesting and useful as we could see some of the scenarios and try to connect it to our classroom situations.

The course was very informative and delivered in a very user-friendly way. Jessica was very good at checking in with everyone to ensure everyone was comfortable and feeling ok about what was being shared.

I feel this information is extremely important to know, especially in the community I work in. Not having this knowledge may lead to missing small signs that could've led to a bigger problem so I feel all teachers should take time to learn around this topic.

Keep training people in this area, I think it could potentially save a child from a life of suffering if teachers have this in their toolkit.

2024 Key Achievements

Continued...



- **Te Aorerekura: National Strategy to Eliminate Family Violence and Sexual Violence.** Te Puna Aonui is the collective of 10 government agencies, its Board and team responsible for implementing Te Aorerekura. Two of our team members, Ruth Browning and Dr Michelle Egan-Bitran, contributed to this national strategy as writers and reviewers of Sexual Violence Specialist Organisational Standards, Entry to Expert (E2E) Frameworks and the Family Violence Risk, Safety and Wellbeing Guidelines. The opportunity to contribute to this crucial work allowed our experts to influence national strategy by ensuring children exposed to domestic violence and sexual violence are seen as victims of abuse.
- **Tautoko Mai Sexual Harm Support.** Our partnership with Tautoko Mai, based in Tauranga, has been a significant and mutually beneficial collaboration, enabling us to expand our reach and capacity in the Bay of Plenty and Waikato regions. Dedicated to the healing, education and prevention of sexual violence, their extensive expertise in this field has enabled them to seamlessly deliver our specialised training. This collaboration has not only allowed us to reach more people but has also enhanced both organisations' capacity to make a lasting difference in the fight against child abuse. For us, it has been an invaluable opportunity to work alongside a like-minded organisation whose values align with ours, further strengthening our impact in the regions we serve.
- **Simpson Grierson.** Thanks to the invaluable support of law firm Simpson Grierson, we have been able to push for critical changes in legislation, strengthening our advocacy efforts and ensuring that children's rights are prioritised in policy discussions. Their unwavering commitment and guidance have empowered us to advocate for the safety and protection of children at the highest levels. Our partnership with Simpson Grierson is a testament to the power of collaboration, and we are extremely grateful to their vital contributions to advancing our mission. Commercial law firms and businesses, consider offering your pro bono services to charities and not-for-profits—imagine the difference you can make and how good you will feel!
- **Fun fact:** Safeguarding Children has been on national radio 7 times, speaking on a variety of topics from police vetting to mandatory reporting. And CEO Willow Duffy spoke with NewsHub about Uber for teens!

2024 Key Achievements

Continued...

A global success for Safeguarding Children and Uber. Uber for Teens is a service which allows 14 – 17 year olds to use the Uber platform with parental consent, offering safe and reliable transportation options. Prior to the launch of this service in New Zealand and Australia, Uber sought Safeguarding Children’s expertise to develop a Child Protection Policy and short training package for their drivers in these countries. The training focused on recognising and responding to signs of child abuse, as well as promoting safe interactions with minors.

As a result of our work, Uber recognised the importance and value in the Child Protection Policy and training course developed which resulted in a global roll out of this initiative to ensure a consistent, high standard of safety for young passengers worldwide. This partnership highlights the significant impact the work of Safeguarding Children can have on a global scale. Our expertise and commitment to protecting children is making a difference, not only in New Zealand but across the globe, as we continue to shape best practices in child safety. We are proud to have played a pivotal role in this initiative, now creating safer environments for children on a global level.



2024 Key Achievements

Continued...



- **Diversification Strategy.** Safeguarding Children is a registered charity dedicated to ensuring our long-term sustainability and continued impact. We are always looking at ways to ensure we can continue to help people and organisations prevent child abuse. This year, in line with our commitment to sustainability, we recognised the exceptional talent within our team and explored new ways to maximise our resources. As part of this, we began offering our e-learning development services to other like-minded not-for-profits and commercial organisations. This initiative has allowed us to form valuable partnerships, providing our award-winning, high-quality online courses to fellow not-for-profits at a significantly reduced cost compared to market rates. In doing so, we have been able to help our partners amplify their work and extend their reach, while in turn, they support us in continuing to deliver on our own mission. By offering our expertise to other organisations, we have not only strengthened our relationships within a variety of sectors but also ensured a sustainable model that will enable us to continue making a difference for years to come.
- **Licensing Safeguarding Children courses to trusted partners.** This year, we expanded our impact by licensing our e-learning courses to reach new audiences and organisations. This initiative has allowed us to share valuable content more widely and generate new revenue, which is being reinvested into our programmes to support our ongoing mission. Licensing has also led to meaningful partnerships, increasing our visibility and strengthening collaborations that enhance our efforts.
- **Making an impact at national conferences on family and sexual violence.** Three of our team members, Ruth Browning, Dr Michelle Egan-Bitran and Jessica McQuoid were invited to speak at two national conferences focused on family and sexual violence. Their presentations provided valuable insights and contributed to important discussions around prevention, support services and policy change. By sharing their knowledge and experiences with a national audience, our team helped raise awareness, influence key stakeholders, and strengthen the collective effort to address family and sexual violence across the country. Their significant contributions and involvement in these conferences reinforce our commitment to advocating for the safety and wellbeing of those affected by violence, highlighting the expertise within Safeguarding Children and driving positive change in the sector.

2024 Key Achievements

Continued...

Community Training: Keeping Children Safe. Earlier in the year, Safeguarding Children applied for funding from Nelson City Council to provide training specifically for parents, caregivers and whānau of the Victory Square Community. The anticipated benefits of delivering this training were:

1. Increased awareness and understanding of child grooming tactics and abuse indicators.
2. Empowered individuals with practical skills and resources to protect children from grooming behaviours and respond effectively to safeguarding concerns.
3. Strengthened community support networks and proactive collaboration in preventing child grooming within the community.

Thanks to funding received, Senior Safeguarding Consultant Ruth Browning ran a session for parents on steps they can take to prevent grooming and abuse of their children, in the places they go including online. The Victory Square Community has a large population of refugee and migrant families, so Ruth worked with 5 bilingual workers who live translated the session to their communities in the room which included Chin, Bhutanese, Colombian/Spanish, Karenni and Burmese.

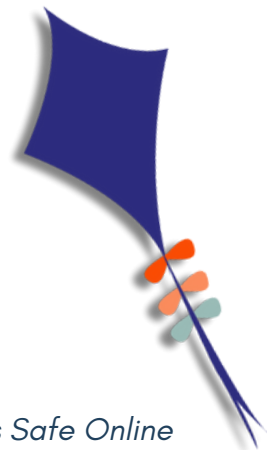
Reflecting on the training delivered, Ruth commented on "What an amazing experience to hear this critical learning reaching those families in their own language". It was a well-supported event, seeing a whole new community access child safeguarding and protection learning. We hope to build on the success of this with future community-based trainings, designed in collaboration with the communities to meet their needs.



2024 Key Achievements

Continued...

- **Child Safeguarding Week 2024.** An initiative launched and run annually by Safeguarding Children, this year's guest contributors and speakers shared their knowledge and experiences on the 2024 theme: Keeping Kids Safe Online. Engaging webinars, insightful podcasts and various resources were made available, collectively raising awareness and driving action to protect children online. We would like to specifically acknowledge the following for their contributions during the week:
 - Brent Carey for *Scams, screens and safety: Netsafe's mission to Keep Kids Safe Online* (Podcast)
 - Dr Emma Barker-Clarke for *Youth experiences of peer-to-peer harm in online spaces* (Podcast)
 - Annette Mills and Rebecca Hawkins for *Children's Privacy Rights in the Digital Age* (Webinar)
 - Nikki Denholm MNZM for *Supporting our rangatahi to navigate the new online sexual landscape* (Webinar)
 - Tim Houston for *Protecting children in New Zealand and overseas* (Podcast)
 - Saunil Hagler for *The role schools play in safeguarding students online* (Podcast)
 - And, a warm welcome to the week from the wonderful Jennifer Ward-Lealand CNZM!
- **TOGETHER: Safeguarding Children's podcast series.** In 2024, Series 2 was released, offering listeners the latest industry updates, valuable insights, actionable advice and front-line experiences. The series delves into the challenges and solutions in safeguarding and child protection, providing a comprehensive resource for those seeking to deepen their understanding and drive meaningful action.



2024 Key Achievements

Continued...



At the close of this year, we were excited to announce the launch of the Safe in Sport initiative, a groundbreaking pilot project developed in partnership with Sport Tasman. Led by our Safeguarding in Sport Consultant, Kelly Mahuika, this programme aims to enhance child safeguarding within the realm of sport and recreation in our region, with huge potential to work with other regional sports trusts, regional sports organisations and clubs.

Sport plays an integral role in fostering healthy communities, with people of all ages actively participating in various sports. Children and young people engage in school and club sports, and our region is proud to host both amateur and professional athletes. However, sport and recreation also present environments where child abuse can occur, or where abuse in the community may not be recognised or responded to effectively.

This regional pilot is specifically designed to improve child safeguarding in sport within the Nelson Tasman Marlborough region. The programme aims to incentivise safeguarding practices and provide education, training, guidance, and support to those involved. By participating in this initiative, a Regional Sporting Organisation demonstrates its commitment to implementing the necessary systems and processes to enhance its capacity and capability to become a child-safe organisation.

This pilot programme, which 9 sporting codes have signed up to be part of, is a significant step forward in ensuring the safety and wellbeing of participants in sport and recreation are prioritised, and we are proud to be at the forefront of this important initiative.



Education

Brighter futures begin here...



Safeguarding Children believe child abuse and neglect is preventable through education and implementation of safeguarding measures.

New in 2024

New places reached - Kaikohe, Kaitaia, Taupō, Ōtaki, Amberley, Huntly

e-learning - Safeguarding Children in the Religious Sector

TOGETHER - Series 2 released - Informative podcasts shining a light on challenges and solutions in safeguarding and child protection.

72,750 PEOPLE !
trained to date

2024 Training Statistics

15499

Courses completed

13169 Courses completed online

114 Webinars & Face to Face delivered

2518 Webinars & Face to Face attendees

3608 Accessed free training thanks to funders

Training Testimonials

“

Safeguarding & Child Protection Seminar

This was one of the best trainings that I have been on. Great use of videos, interactive activities and movement in amongst the informative information sessions. My key suggestion would simply be to keep doing those things as so many trainings don't!

Amazing training!! Informative, engaging, and all backed up with research and sources!!

Is this training available to all people in the community? Keeping children safe is the responsibility of everyone, not just OT or agencies. This training is amazing and I think all people should have it.

Information Sharing Seminar

I believe this information is so current and so relevant and we need to have this accessible for all organisations!

This is a great course for anyone working with children and young people to understand when and how to go about sharing information to best support the child or young person.

Fundamentals e-learning course

This was a really easy to navigate online course, with relevant and easy to understand information. Practical applications to the work I do.

Course was informative. Well set out & gave lots of relevant resources & information.

Governance

Board of Trustees



Our Board of Trustees is a group of people who are deeply concerned about child neglect and abuse, and are utterly committed to stopping it. They have strong backgrounds in governance, business, research, finances, and child protection. They understand the barriers and are determined to overcome them to make Aotearoa New Zealand a better place for all children.

Brendon Silcock (Chair)

Brendon's governance experience covers both not for profit and commercial organisations. His 30 year career is predominately in infrastructure, construction and maintenance. Brendon has been a team leader on volunteer builds in Nepal and Cambodia with Habitat for Humanity as well as a previous Board Chair for the Nelson/Tasman Affiliate. It is a privilege to serve on the board for Safeguarding Children, with a dedicated team of staff and board who are committed to making a difference for our tamariki.

Lisa Jennings

Lisa is the acting site manager for Oranga Tamariki in Nelson. She grew up in England and qualified as a social worker there in 2001. Lisa developed a passion for child protection whilst studying and immediately sought a job in that field after qualifying. She worked as a statutory child protection social worker for 6 years in an old mining town before deciding that she needed some sun and a beach which resulted in her and her family moving to Nelson in 2008. Since this time Lisa has worked for what was then Child, Youth and Family and is now Oranga Tamariki initially as a social worker for the first 9 years and then as a social work supervisor for 4 years before stepping into the acting site manager role in 2020. Lisa joined the Board because she wanted to be involved with an organisation who actively and successfully work to prevent harm to children.

Detective Neil Kitchen

Neil is a Detective who joined the Police in the United Kingdom in 1985, specialising in Intelligence and Organised Crime detection. He transferred to the New Zealand Police in 2008, working for two years in Auckland before transferring to Nelson. He has chosen to work in the area of child protection over the past few years. His work has included dealing with victims and offenders both adult and children and their families, coordinating a multi-agency approach, which engages health professionals, Oranga Tamariki, victim support groups, the legal profession and the Police. Whilst accepting child protection work is difficult and challenging, Neil says the work is, without doubt, the most rewarding of his career.

Chris Meade

Chris is a business person who runs her own consultancy. She is involved in a new business start-up and devotes one-third of her time to the not-for-profit world. She has had over 25 years of experience in business, working as an HR professional and whilst at Downer, as Executive General Manager of Human Resources, she volunteered through VSA for an assignment in Timor Leste. This experience changed her life. Her passion for people in the world of work has extended to a passion for how people in the face of adversity can best live their lives. She is delighted to be part of the Safeguarding Children Team and be part of a group of professionals who so wholeheartedly believe in keeping tamariki safe and focus their efforts so effectively.

Governance

Board of Trustees



Nathan Davis

Nathan is the General Manager for Pathways and Real in Te Waipounamu (a Mental Health NGO Provider to Adults and Young People in Residential and Community settings). He brings a passion for wellness and supporting people to achieve successes and be their best selves whatever their age. As a registered nurse, Nathan has worked across a range of paediatric and mental health clinical roles during his career. Most of his previous mental health nursing and leadership roles have been in inpatient services in Nelson. Alongside these roles he has also been involved with professional standards in nursing through the Health Practitioner's Disciplinary Tribunal for the Nursing Council. Nathan has also been the chair and a trustee for the Board of Waimea College in Richmond. Nathan is passionate about the mental health system being responsive to people's needs. He believes every child should be safe in all the places they are living, learning and sharing spaces. They should be able to grow and thrive with safe and supportive adults. So that they too, can be safe in all their relationships with others.

Graeme Thomas

Graeme is a retired accountant with vast knowledge of management and governance and 50 years of business experience. He was a Nelson City Councillor and has been involved in 26 community organisations. He has also been the Chair of school committees for over 20 years. Graeme is also a Justice of the Peace.

Timothy Houston

Tim is the Manager of the Digital Child Exploitation Team at the Department of Internal Affairs. This is a specialised unit responsible for the detection, investigation, prosecution, and prevention relating to online child sexual exploitation imagery. He has been with the Department of Internal Affairs since 2014, and prior to this was an Investigator with the New Zealand Customs Service for 11 years. While at Customs, Tim was a founding member of the Child Exploitation Operations Team. Tim is a staunch child protection advocate and is proud to be part of the Safeguarding Children Team.

Nick McDonnell

Nick is a public policy professional having worked across the government, aviation, NGO and technology sectors. He presently leads the trust and safety function for a global crime intelligence technology company that works closely with law enforcement in multiple countries. Nick is admitted to the New Zealand bar as a barrister and solicitor and holds degrees in politics, laws and public administration from New Zealand, US and UK universities. Nick is passionate about child safety, especially how we might improve government systems to protect children and ensure New Zealand is keeping up with the rest of the world in this crucial, yet under resourced, area of harm prevention. Nick lives in Sydney and travels to NZ regularly.

Thank you!
United in the cause



Safeguarding Children, a little charity with a BIG vision!

The Safeguarding Children team are passionate in our belief that **together we can make a difference** in preventing child abuse and neglect. We recognise that our charity could not do this work without the valuable support we receive from our board, community, funders, supporters, clients and other child advocates. Thank you for being part of our safeguarding and child protection journey in 2024!

FUNDERS



T-Gear
Charitable Trust



SUPPORTERS



Annual Summary

References



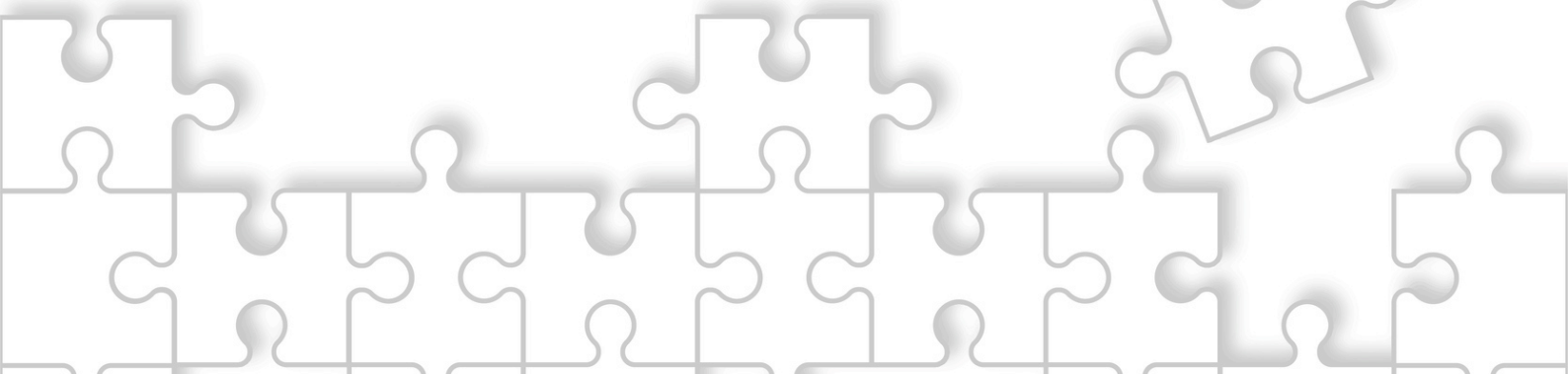
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Together

let's make a

difference!

