



Safeguarding Children

Tiakina ngā tamariki

ANNUAL SUMMARY
2023



Empowering People & Organisations

with Proven Safeguarding and Child Protection Strategies

Safeguarding

A preventative approach to child protection by minimising or eliminating harm to a child.

Child Protection

A reactive approach to address suspected or known cases of abuse and neglect.



Our Purpose

Empowering Communities, Protecting Children

The team at Safeguarding Children are passionate advocates for the safety and well-being of children. Too many children in Aotearoa NZ 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!





Tēnā koe e hoa,

As we reflect on 2023, I am filled with immense pride and gratitude for the extraordinary achievements we have reached together. This has been a year of growth, collaboration, and significant progress.

We have delivered 52,000 hours of training online alone, involving over 13,000 professionals.

We have formed solid relationships with organisations who will help us continue to extend our reach and make our training accessible to even more people.

We have extended our courses to parents, who are in a critical position of care to safeguard not just their own children, but all children in their wider circle, and developed a course specifically for faith-based organisations.

We have influenced national policy and have helped improve legislation. Our Child Safeguarding Week reached an unprecedented 1.6 million people.

Children depend on the vigilance and care of every adult around them and most people want to keep children safe. But knowing how to prevent children from being harmed requires more than good intent. As anyone working on the frontline will know, keeping children safe requires us to all work together, to keep an eye out for the subtle signs (and to know what those are), and to have the confidence to know when a child may need a strong advocate.

To be that advocate, it takes education, experience and often, a lot of courage.

So I want to thank you – our team, our partners, and the dedicated professionals, parents and carers who have been on the journey with us to improve the well-being of children, or even just one child, this year.

For Safeguarding Children, this has been a year of growth, collaborations, and significant progress.

Together, we will keep making a difference.

Kia kotahi te hoe o tō tatou waka

“Let us paddle our waka as one”

Willow Duffy

Safeguarding Children CEO



2023 Key Achievements

We do make a difference!



With another busy year drawing to a close, it is a good opportunity to reflect on the accomplishments of 2023 and acknowledge the efforts of the committed Safeguarding Children team. Here are a few key highlights.

- **Our team grew!** In March, Dr Michelle Egan-Bitran and Jessica McQuoid joined our group, expanding our ability to deliver more safeguarding and child protection training in the Auckland and Canterbury regions. Michelle's extensive experience in the social sector, and as a Principal Advisor (Faith) with the Royal Commission on Abuse in State and Faith-based Care, has seen her expand Safeguarding Children training to support those in the religious, government and wider violence and intervention sectors. And in July, Erica Filshie became our newest addition to the team as Office Administrator, ensuring Safeguarding Children continues to deliver outstanding customer service to our clients.
- **To extend our reach** even further, 2 presenters from Tautoko Mai Sexual Harm Support have been contracted to deliver Safeguarding Children courses in the Bay of Plenty and Waikato regions.
- Through established working relationships, we had the opportunity to work on projects to highlight **child safety during the 2023 FIFA Women's World Cup**. It's a Penalty collaboratively combats human trafficking, exploitation, and abuse using sport's unifying power to drive local and global educational campaigns during significant sporting events. Along with their athlete ambassadors and partners (Safeguarding Children being one!), It's a Penalty used the Women's World Cup to highlight the importance of keeping kids safe, particularly in sport. This was a great campaign to be a part of!
- **Safeguarding Children helped changed the law to better protect children!** At the end of 2022, Ginny Andersen (Labour MP) addressed The House of Parliament with the second reading of the Crimes (Child Exploitation Offences) Amendment Bill regarding the grooming of children. In this reading, Ginny acknowledged Safeguarding Children's CEO Willow Duffy, for her help in crafting this bill. The Crimes (Child Exploitation Offences) Amendment Bill has now passed its third reading and as a result, it is now illegal to groom children both online and face to face.

2023 Key Achievements

Continued...

- We became an **approved provider for Ministry of Education** Set Category Teacher Aide PLD. This has provided Teacher Aide's with the opportunity to access free safeguarding and child protection training.
- Our partnership with commercial law firm Simpson Grierson, has lent invaluable legal experience to support **written and verbal submissions to government** made this year: Education and Training Amendment Bill, Integrity Sport and Recreation Bill (recommendations accepted regarding age-appropriate mechanisms and aligning bill with other legislation already in place to protect children).
- Safeguarding Children were contracted by Te Puna Aonui to **provide high-level policy advice** as well as detailed guidance on the development of the Entry to Expert Workforce Capability and Capacity framework. Te Puna Aonui describes the government agencies which are responsible for implementing Te Aorerekura - the National Strategy to Eliminate Family Violence and Sexual Violence. Safeguarding Children will continue supporting, and seek to influence, with this work in 2024.
- As a result of in-house capability, **we have experienced growth** in providing On Demand learning (e-learning, recorded webinar) for a number of clients.
- Led by Te Tari Taiwhenua Department of Internal Affairs, the **Keep It Real Online** is a public awareness campaign to support children and young people to be safe online. Safeguarding Children has been recognised under the Educators section of the campaign website as the preferred provider of safeguarding and child protection education.
- META invited Safeguarding Children to become **1 of 400 Global Trusted Partners**. META Trusted Partners are organisations that provide frontline services and expertise and can make a significant contribution to keeping children safe online. Safeguarding Children are now part of this global community. This partnership resulted in Safeguarding Children being able to offer 2 of our e-learning courses free of charge.
- And to conclude the year on a high note, we have launched a **new look website** for Safeguarding Children - check it out!!!



Education

Brighter futures begin here...



Safeguarding Children strongly believe that child abuse and neglect is preventable through education and implementation of safeguarding measures. We want to help all those caring for and working with children to achieve this goal.

New in 2023

Improved delivery format - Blended learning for Safeguarding and Child Protection webinar course (1 hour e-learning, 1.5 hour webinar)

New e-learning - Safeguarding and Child Protection for Secondary Schools

New e-learning - Recognising and Responding to Neglect

New e-learning - Recognising and Responding to Sexual Abuse

New information session - Child Protection for Parents/Caregivers

New 2-part webinar series - The Religious Sector, Violence and Child Abuse

Free podcasts produced (6) - Discussing safeguarding topics with national experts



2023 Training Statistics



15540 Total # of courses completed by individuals

13437 Courses completed online

82 Webinars & Face to Face delivered

2103 Webinars & Face to Face attendees

1119 Accessed free training thanks to funders

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Very impressed with the e-course. The information was very clear and the tools and skills that I have taken away from it will be very valuable in not only my practice as a Health Professional but also as a parent and member in the community. I did find it emotionally challenging at times and needed to take a small break and come back to it but it is such important information to learn whether it felt comfortable or not. I have huge respect for all those professionals who work in any Child Protection Services. This is an excellent resource.

New Webinar Series

The Religious Sector, Violence and Child Abuse

The Abuse in Care Royal Commission of Inquiry is currently investigating the abuse of children, young people and vulnerable adults within State and faith-based institutions in Aotearoa New Zealand between 1950-1999. Delivering their final report in 2024, it is expected the Royal Commission will make recommendations for these institutions to implement better safeguards and protective measures for those in their care.

Having worked as a Principal Advisor (Faith) with the Royal Commission on Abuse in State and Faith-based Care and now a Safeguarding Children Consultant, Dr Michelle Egan-Bitran has developed this webinar series to share her experience as an advocate, researcher and Social Work practitioner to support those in the religious, government and wider violence and intervention sectors to help prevent and address child abuse.

Child Safeguarding Week 2023

Promoting individual, organisation & community action



Child Safeguarding Week was launched in 2021 to raise awareness, support and educate individuals, organisations and communities on how they can protect children from abuse and neglect - every day of every week!

This year, Child Safeguarding Week adopted a kite logo as its official symbol. Typically, kites are associated with childhood and to fly against the wind, require support (a frame, it's shape and string) to do so. For Child Safeguarding Week, the kite represents a child needing a safe, supportive community to thrive.

A new website for Child Safeguarding Week was launched in June. As well as providing its own platform to promote the week, it will also serve as a baseline to measure future campaign success against.

During Child Safeguarding Week, META sponsored a marketing and advertising campaign promoting Safeguarding Children's petition to amend the Children's Act 2014 to better protect New Zealand's children from abuse. A total of 3,655 petition signatures were gathered!

Over 1.6 million New Zealanders were reached through a variety of media channels during Child Safeguarding Week. In its third year, 2023 was the most successful campaign yet!

We are looking forward to Child Safeguarding Week 2024 and continuing to increase awareness of child abuse and promote prevention by providing achievable solutions.



Thank you!

United in the cause



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 would not exist without the valuable support we receive from our community, funders, clients and other child advocates. Thank you for being part of our safeguarding and child protection journey in 2023!

Safeguarding Children, a little charity with a **BIG** vision!



Together

let's make a

difference!

