



# Quarterly Update

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## Co-convenor's Message

CPAG was fortunate to be one of the non profit groups to benefit from an [ImpactNPO](#) workshop in September last year. Impact NPO runs fun, high-energy weekend events connecting IT professionals with non profits to improve their IT and network systems. This gives professionals a chance to give back to their local community and allows budget-challenged non profit groups like CPAG to make system improvements at no cost. Over one weekend, the amazing Impact NPO volunteers reconfigured our office network to increase security and provide access over multiple computers. They rebuilt our membership forms from a manual process to use Google Docs and designed improvements to simplify signing up online. This type of support is invaluable to organisations which operate on a tiny budget like CPAG. We rely heavily on our IT and administrative systems to coordinate our research and policy work, to communicate with key stakeholders and to inform and educate the wider community about child poverty.

The improvements have helped to streamline our office administration and have made our online donation and subscription processes easier and quicker for our supporters. CPAG does not accept any funds from gambling activity and is not government-funded. As a small non profit organisation we are incredibly grateful for the ongoing support of our funders, members and donors. We are especially grateful to the Auckland City Mission for providing us with a central office space and to design agency Apropos for helping us with our design and website. Consistent funding, like that received from the J R McKenzie Trust over many years, enables us to remain independent and to continue saying the hard things that so desperately need to be said about child poverty. We are delighted to announce that J R McKenzie Trust have granted us funding for a further three years. In the coming year, we'll also be focusing on making CPAG more sustainable in the long term, by growing our funding and donations base.

Our guiding principle is the right of every child in New Zealand to security, food, shelter, education and healthcare.

## Policy Watch

After a busy election period, CPAG focused on engaging with incoming government, to create more child centred policies to tackle child poverty. A copy of last year's major publication [Our Children, Our Choice: Priorities for Policy](#) was sent to all MPs, with a [Briefing to the incoming government](#) highlighting the key recommendations. We received a positive response from many MPs and will continue this work in the coming year.

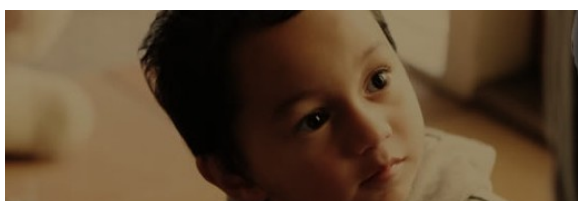
### Child Poverty Monitor

The 2<sup>nd</sup> [Child Poverty Monitor Report](#) was released in early December, tracking progress on NZ child poverty rates, using data from the University of Otago and the Ministry of Social Development. The report showed the number of children living in poverty is still unacceptably high at 260,000 (24% of children) and an astounding 180,000 kiwi kids regularly go without the things they need.



**Child Poverty Action Group** responded to the report's release by calling on the government to lead a cross-party agreement on an action plan to reduce child poverty, including:

- Treating all low-income children equally.
- Improving incomes significantly for low income families and access to affordable housing and healthcare for all children
- Ensuring an accelerated rate of poverty reduction for Māori and Pasifika, so they achieve equity with other children
- Introducing child poverty legislation to ensure proper, regular measurement of child poverty on a range of measures. In addition, targets and timelines for child poverty reduction should be set with annual reporting to Parliament on progress towards these targets by the responsible Minister.



## Policy Development and Research

On the 12 of December 2014 CPAG launched a significant background paper: ["The complexities of 'relationship' in the welfare system and the consequences for children"](#)

The launch was held at Mangere East Community Learning Centre and the four authors, Susan St John, Catriona MacLennan, Hannah Anderson and Rebecca Fountain, all spoke and gave their individual perspectives on the report.

CPAG was very encouraged that people representing a wide range of community interests attended, including 4 MPs from 3 different parties. A key recommendation of the report is to put all standard welfare benefits on an individual basis so that having a partner is not penalised.

## Events

### Welsh Choir Concert Fundraiser

The Welsh Choir and Devonport Chamber Orchestra held a fundraising concert for Child Poverty Action Group in November, donating the profit from all ticket sales to CPAG. The choral music was captivating and this entertaining event proved to be a great way to begin the Christmas holiday season.



### Art Fundraiser

Gifted Mt Eden artist [Sallyann Hingston](#) also donated a portion of sales from her successful art exhibition to support CPAG's ongoing work to eliminate child poverty. Sallyann's work is stunning and we were touched and grateful for her support.

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## Blogs

The CPAG [blog](#) features regular posts on all things relating to child poverty. We aim to keep posts relevant, topical and brief, with a focus on the issues other media aren't necessarily covering. If you have an idea for a blog, a question you'd really like answered or if you'd like to write a blog post for us on a child poverty-related issue, please contact Gillian at [comms@cpag.org.nz](mailto:comms@cpag.org.nz) to discuss.

**Blogs Total views 4<sup>th</sup> Qtr=1094**

### November

[Record your rental: practical initiative helps protect tenants and their families](#) - Guest blogger Lyndon Rogers

[Social housing reforms should come as no surprise](#) - Alan Johnson

### December

[Welfare reform as the politics of redistribution part one, part two, & part three](#) - Donna Wynd

[How poverty stops children making the most of early childhood education](#) - Guest blogger Amanda Coulston

[A quick look at Social Impact Bonds](#) - Donna Wynd and Gerard Cotterell

[Why do we send some of the poorest mothers in New Zealand to jail?](#) - Guest blogger Catriona MacLennan

[We must get on the same page about child poverty numbers](#) - Donna Wynd

## Guest Presentations

CPAG has a core group of members around the country who are available to present to a wide range of forums. If you would like CPAG to speak at your next event, please fill in our [speaker request form](#).

**5/10/14** A time for action: what will it take to eliminate child and youth poverty and inequity in Aotearoa | NZ Population Health Congress | **Nikki Turner**.

**10/10/14** Challenges for young people and their families in NZ. Society of Youth Health Practitioners Aotearoa NZ | **Alan Johnson**.

**10/10/14** Inequality, child poverty and social services, Social Service Providers of Aotearoa Conference | Invercargill | **Mike O'Brien**

**30/10/14** Welfare reforms and sanctions. Ma-hitahi Trust | **Donna Wynd**.

**02/11/14** NZ Angel Funds Conference | Wellington | CPAG / Nga Tangata | **Claire Dale**

**19/11/14** Child Poverty – The state of the nation's children | Paediatric Society Annual Scientific Meeting | **Innes Asher**

## Media Releases

**14/10/14** [Families need more money to reduce child poverty](#)

**22/10/14** [Comprehensive plan needed to end child poverty in New Zealand](#)

**29/10/14** [Better policy would have protected New Zealand children from recession](#)

**10/11/14** [Auckland Welsh Choir's benefit concert will support CPAG](#)

**17/11/14** [Protect children - make family assistance fairer in a precarious work environment](#)

**19/11/14** [Treasury off track in search for sound policies](#)

**01/12/14** [2014 Child Poverty Monitor shows bold action needed to reduce child poverty](#)



Help end Child Poverty  
In New Zealand  
**DONATE**

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## Media Highlights

**2/10/2014** [Advocate launches 'Dear John' campaign](#)  
Northern Advocate

**7/10/2014** [Dear John: Five targets to end child poverty](#) Northern Advocate

**10/10/2014** [Poverty activist criticises Govt for taking cheap approach to housing shortage](#) NZ Doctor

**22/10/2014** [Govt 'comes up short on child poverty'](#)  
Radio NZ

**29/10/2014** [Little progress in child poverty - Unicef report](#) Stuff

**05/11/2014** [Northland's kids worse off](#) Northern Advocate

**14/11/2014** [Cost of milk 'bewilderingly high'](#) Radio New Zealand

**14/11/2014** [Concern milk moving from a staple to a luxury](#) TVNZ

**25/11/2014** [Casual work putting pressure on families](#) Taranaki Daily News

**19/12/2014** [Innes Asher: Low-income families' safety net needs repair](#)

**12/12/2014** [Let Me Not to the Marriage of True Minds Admit Impediments](#) by [Brian Easton](#)

**09/12/2014** [Child poverty study 'lacking'](#) Northern Advocate



## Social Media

CPAG continued to see steady growth on social media in the fourth quarter, with support reaching **5560** likes on Facebook and more than **1600** followers on Twitter. Our posts are read and shared by thousands of people, raising awareness of child poverty issues and providing a forum for discussion and sharing. Join us on [Facebook](#) and [Twitter](#) now!

# How you can help

Become one of the 1000's of Kiwis who believe child poverty is not inevitable. There are many ways you can help bring about genuine change. Join us at:

[http://www.cpag.org.nz/  
how-to-help/](http://www.cpag.org.nz/how-to-help/)

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## Report Downloads

Report/publication	YTD Total 2014	Overall Total
Left Further Behind	8031	<b>29309</b>
Left Behind	5032	<b>9193</b>
Hunger for Learning	5792	<b>15297</b>
Empty Food Baskets	1605	<b>5712</b>
Child Abuse Series	8893	<b>12094</b>
Myths and Facts DPB	2202	<b>4970</b>
Benefit Sanctions Monitoring Series	4183	<b>5082</b>
Transience Report	462	<b>462</b>
New Zealanders' attitudes to poverty - MM Research	465	<b>465</b>
OCOC <a href="#">Part 1: Child Health &amp; Poverty</a>	3126	<b>3126</b>
OCOC <a href="#">Part 2: Early Childhood Care and Education, and Child Poverty</a>	1408	<b>1408</b>
OCOC <a href="#">Part 3: Compulsory schooling and child poverty</a>	1117	<b>1117</b>
OCOC <a href="#">Part 4: Housing market change and their impact on children</a>	597	<b>597</b>
OCOC <a href="#">Part 5: Adequate incomes to address child poverty</a>	389	<b>389</b>
<a href="#">Our Children, Our Choice: Priorities for Policy Series ( Sept 2014)</a>	2549	<b>2549</b>
The complexities of 'relationship' in the welfare system and the consequences for children	792	<b>792</b>
State of the Nation's Children – Innes Asher	211	<b>211</b>

## Public contact

Type of Exposure	Q4 Oct	Q4 Nov	Q4 Dec
<b>Research &amp; Submissions</b>	-	-	1
<b>Blogs</b>	-	6	5
<b>Articles</b>	-	-	-
<b>CPAG Events</b>	-	-	1
<b>Press Releases</b>	3	3	2
<b>Parliamentary Mentions</b>	-	-	-
<b>Guest Presentations</b>	4	2	-
Number of website visits	6217	5690	6423
Average unique visitors/month	3521	3201	3781
Newsletters	-	1	1
Facebook Likes	5263	5423	5560
Twitter Followers	1500	1581	1600



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