



CHiLD POVERTY ACTION GROUP

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CPAG receives Deloitte Auckland's Annual Christmas Grant



From left to right: Janfrie Wakim (CPAG MC) , Mike O'Brien (CPAG Co-convenor), Simon Van Rossum (Deloitte Corporate Responsibility Council Chair), Alan Johnson (CPAG Co-convenor) , Marianna Deynzer (CPAG coordinator), Dean Ellwood, (Deloitte Partner) Susan St John (CPAG MC).

CPAG was humbled in December when it was approached by Deloitte Auckland to receive its annual Christmas grant. The donation highlights the increasing visibility and wider credibility CPAG has gained as a leading advocate for children in New Zealand. In the past Deloitte has given this grant to Starship Children's Hospital but opted for a change in 2011 citing CPAG's focus not only on immediate need but longer term solutions to systematic issues as a key

factor for their decision. The 'giant' cheque for six thousand dollars was presented to CPAG at its Auckland City Mission office just before Christmas. Deloitte Auckland also generously offered their expertise where possible in the areas of finance, IT and strategic planning. CPAG looks forward building a robust relationship with Deloitte in 2012 and beyond.

Poverty and Inequality Debates in NZ

Following on from previous months, debates on poverty and inequality in New Zealand gained additional momentum in the run up to the election. CPAG was part of these discussions including featuring in a [Radio New Zealand special feature on Poverty](#) hosted by political editor Brent Edwards, and commenting on inequality for articles in the [New Zealand Herald](#) and [Dominion Post](#). Bryan Bruce's documentary on Child Poverty added significantly to the debate and was pivotal in raising awareness among mainstream New Zealanders. After the election, the release of the [OECD inequality report](#) that found New Zealand's income gap has grown faster than any other developed nation since the 1980s kept these issues in the headlines through December. CPAG hopes this momentum continues throughout 2012.



“Our guiding principle is the right of every child in New Zealand to food, shelter, education and healthcare” - Child Poverty Action Group

ELECTION 2011

In the lead up to the election CPAG published two election pieces - one relating to [popular myths regarding the Working for Families In Work Tax Credit](#) and another [commenting on economic data going into the election](#) which highlighted that welfare reform combined with a lack of jobs would have negative flow on effects for children. In addition CPAG set up an 'Election 2011' webpage which was well visited. CPAG put forward and was called upon to comment on election announcements and welfare policies of political parties across a variety of media channels. Television highlights included Mike O'Brien (CPAG Co-convenor) debating with Paula Bennet on [TVNZ's Breakfast](#) while Susan St John (CPAG MC) was interviewed for [3News](#). CPAG also received mentions on [TV1](#) and [Triangle TV](#). Radio interviews included those with [National Radio](#) and Newstalk ZB. CPAG was drawn on by the New Zealand Herald (28th, 31st of Oct; 2nd, 7th, 8th, 17th, of Nov) and also by the [Northern Advocate](#), [Auckland Now](#), [Dominion Post](#), [Nelson Mail](#), and the [Marlborough Express](#). CPAG's nine election focused press releases were also picked up in their entirety by Scoop independent News, Voxy News, Yahoo News NZ and NZ Doctor (please see page 3 for a full list). After the election CPAG was also called upon by [Radio New Zealand](#) to comment on the formation of a selection committee on poverty under the National-Maori party post election deal.

CPAG Whangarei Election Forum

On the 3rd of November, CPAG's Whangarei network hosted a well attended election forum in conjunction with Manaia PHO. The event was hosted by local lawyer and TV personality Rob Harte, presenter of the television programme 'My house, my castle'. The forum attracted local candidates from National, Labour, Greens, Mana political parties and the Te Tai Tokerau candidate for the Maori party. [The Northern Advocate](#), Maori Television and [Scoop Independent News](#) also ran news items about the event. Inspired by the forum, Green and Mana party supporters organised a Hiko on child poverty on the 24th of November. [The Northern Advocate](#) covered the story.

Discrimination in Family Assistance

The commitment of Labour, Greens and Mana during the Election to extend the Working for Families In Work Tax Credit (IWTC) to all children is welcomed by CPAG and represents [significant policy change for Labour](#). However CPAG still has much work to do on this front. In late October the [High Court decision](#) regarding [CPAG's long running Human Rights Case](#) on the discriminatory nature of the IWTC was released. While CPAG was disappointed with the court's decision that the IWTC was 'justifiable discrimination', the judgment did state that the [Government was not doing enough to alleviate child poverty](#). NZ Lawyer Magazine also published an article about the case entitled [Justifying Discrimination](#) which provides a legal analysis of the decision.

CPAG will be appealing High Court's decision to the Court of Appeal. In order to raise funds to finance the appeal process, CPAG will be launching a major fundraising campaign on Sunday 4th March—National Children's Day. Please save this date in your diaries.



Child Poverty Documentary

Bryan Bruce's child poverty documentary which aired the week before election day brought child poverty right into the homes of New Zealanders, making it one of the most significant election issues of 2011. CPAG was very impressed with the documentary which drew heavily on many themes and recommendations from CPAG's work; particularly that of MC members - Innes Asher and Nikki Turner. Susan St John (CPAG MC) appeared in relation to [CPAG's Human Rights Case](#) other CPAG members from the health profession were interviewed as well. [CPAG's press release regarding the documentary](#) was heavily utilised in the resulting media flurry—for instance by the [New Zealand Herald](#) and [Otago Daily Times](#). The documentary is still available to view free [online](#) and [DVD copies](#) are for sale as well.

Children against poverty

Inspired by the Child Poverty Documentary, [Jasmine Heka, a 16 year old from Whangarei has been making headlines with her project - Children against Poverty](#). Jasmine has started three petitions calling for 1) free healthcare for children, 2) free school lunches, and 3) a warrant of fitness for all rental houses. Please visit [Children against Poverty's Facebook page](#) for more information. Bryan Bruce introduced Jasmine to CPAG shortly after the documentary aired and since then, CPAG and Manaia PHO have been helping Jasmine with her activism and will continue to do so during 2012.

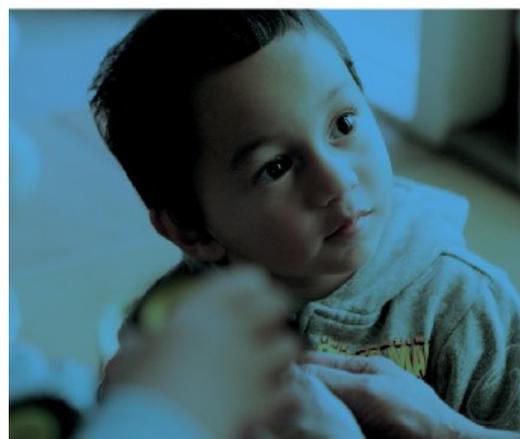
Public Contact Summary

Type of Exposure (Oct-Dec)	No.
CPAG Articles/Publications/Submissions	3
Other Magazine/Newsletter pieces	6 (4)
CPAG Events	1
CPAG Press Releases	12
Guest Presentations	9
Television items	7 (5)
Newspaper articles	22 (11)
Letters to the Editor	3 (2)
Internet news articles	51 (12)
Radio items	9 (9)
CPAG mentioned in Parliament	1
Not for Profit Press Releases featuring CPAG	3
Political Party Press Releases featuring CPAG	3
Facebook followers	1,495
Twitter followers	209
No. of unique website visitors	8,794
No. of website visits	19,285

NB: () denotes the no. of items in which a CPAG member was directly interviewed/quoted or wrote a piece

CPAG Articles, Publications & Submissions

- 09 Oct [Viewpoint: why do our children get such a raw deal?](#), **NZ Doctor Magazine**. Dr Nikki Turner.
- 31 Oct [Hot topic: feeding our children](#), **Healthy Cities Newsletter – Manukau City Council**. Donna Wynd.
- 31 Oct [Auckland Draft Plan](#), **CPAG Submission to Auckland City Council**, Donna Wynd
- 21 Nov [The Ten Myths of the In Work Tax Credit](#) **CPAG Article**, Associate Professor Susan St John
- 22 Nov [Comment on economic data going into the election](#), **CPAG Background Paper**, Donna Wynd.
- 8 Dec [Opinion: Bashing the beneficiary basher](#), **Dominion Post**, Associate Professor Susan St John
- 09 Dec [Letter: Columnist wrong on all counts](#), **Dominion Post**, Associate Professor Mike O'Brien.



CPAG Publication Downloads

In addition to high levels of website activity in the last quarter of the year - nearly 20,000 visits and 8,800 unique visitors, CPAG was also extremely pleased by the continual interest in its two major monograph publications for the year—[Hunger for learning](#) and [Left further behind](#). *Hunger for learning* was downloaded 325 times in the last quarter, bringing its total number of downloads to 1,600. *Left further behind* was downloaded a further 2,300 in the fourth quarter, bringing its total number of downloads to a whopping 4,750 copies.

CPAG Resources for and by Young People

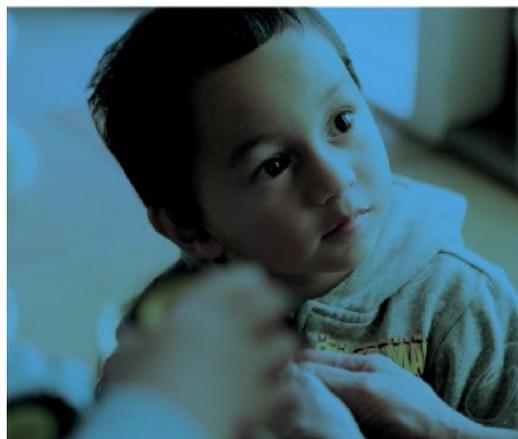
In addition to work primarily produced by staff and Management Committee members, CPAG also provides resources written by and/or for young people (or those young at heart). In December, CPAG's Paediatric essay competition winner Kate Duggan had her winning entry published in the [New Zealand Medical Association Journal](#). Both this article and our [winning poetry entry](#) by Claire McLean are now on our website. CPAG has also posted some [reflections from Professor Innes Asher's med students on child poverty in New Zealand](#) by Timothy Goodwin and Sally Merry. CPAG has been working on developing its younger person's group in order to more effectively build and utilise this small but growing support base. This will include the development of dedicated children and young person's web pages to be launched in 2012.

Guest Presentations

- 03 Oct **Lifestyle issues**, Post-graduate seminar, Medical School, Victoria University, Wellington. Dr Nikki Turner.
- 10 Oct **Child Poverty**, Guest Lecture, Department of General Practice, Medical School, Victoria University. Dr Nikki Turner.
- 12 Oct **Policy change and policy advocacy: the role of Child Poverty Action Group**, Sociology Department seminar, University of Auckland. Associate Professor Susan St John.
- 18 Oct **Child poverty and social justice**, St Joseph's Parish Social Justice Group, Wellington. Dr Nikki Turner.
- Why 'inequality' matters for children**, Forum hosted by the Child Advocacy Group, Auckland City Council. Dr Claire Dale
- 25 Oct **Child poverty in New Zealand**, Guest lecture in Childhood Studies, AUT University, Auckland. Dr Vicki Carpenter.
- 29 Oct **Guest Panelist**, Election Forum held by Wairarapa Catholic Social Justice Committee, Wairarapa. Dr Anne Else.
- 15 Nov **Child Poverty in New Zealand**, Catholic Inter-agency Network Meeting, Auckland. Alan Johnson.
- 21 Nov **Food in New Zealand schools: needs and evolving issues**, Food in Schools forum hosted by Fonterra, Auckland. Donna Wynd.
- 22 Nov **Child Poverty in New Zealand**, Kapiti Strengthening Families monthly frontline workers network meeting, Kapiti. Mary Mowbray.

If you would like more information on anything contained in this report or have any other queries please contact:

Marianna Deynzer
CPAG Locum Coordinator
Email: admin@cpag.org.nz
Phone: 09 303 9260



Press Releases

- 21 Oct [September benefit numbers show Welfare reform a tragedy so far](#)
- 27 Oct [Fixing child poverty up to Government](#)
- 28 Oct [Getting children and young people on the political agenda](#)
- 28 Oct [Child Poverty Action Group welcomes announcement on free after-hours visits](#)
- 03 Nov [Welfare changes ignore children again](#)
- 08 Nov [A breakthrough for children: an end to discrimination at last](#)
- 8 Nov [Children's needs prioritised at last](#)
- 10 Nov [Unfinished business for the poorest children in New Zealand](#)
- 20 Nov [How about it Mr Key? If you really care about children – sign up!](#)
- 23 Nov [No child should be hungry, cold or ill from preventable disease](#)
- 23 Nov [Empty food baskets = hungry children](#)
- 16 Dec [Milk for children great but not enough](#)



Food in Schools

December saw Fonterra announce its Milk in Schools programme in low decile schools beginning with a trial in the Northland region. Alan Johnson (CPAG Co-convenor) was invited by both [TVNZ](#) and [TV3](#) to comment and radio interviews were done with [Radio New Zealand](#) and [Newstalk ZB](#). [CPAG welcomed the initiative by Fonterra but firmly believes this is not enough](#), asking the government when it would step up to the plate and help fund breakfasts in low decile schools as recommended in CPAG's report [Hunger for Learning](#). Donna Wynd (CPAG Researcher and author of the report) also presented at Fonterra's Food in schools forum in November and contributed pieces of work to the [Science media centre](#) and Manukau's [Healthy cities newsletter](#). The [New Zealand Principal's Federation](#) also published an article on providing Breakfasts in low decile schools which drew

heavily on CPAG publications - *Hunger for Learning* and *Left further Behind*.

CPAG's Submission on the Draft Auckland Plan

In October 2011 CPAG made a [submission to the Auckland Council on its draft Auckland Plan](#). The Plan is a requirement under the Auckland local government restructuring. Children and young people are given a central place in the Plan, with the Auckland Council aiming to address the region's inequality and improve outcomes for children. CPAG's submission welcomed the stated commitment to putting the needs of children and young people first, but in the submission noted that there were few practical steps to reduce inequality, or deal with the region's housing crisis or the excess of alcohol and gambling outlets that blight low-income communities. Nevertheless, the focus on children is welcome and will hopefully start to change the way the Council plans, designs and builds the city in the future.

Introducing CPAG's co-opted Management Committee Members

In addition to Management Committee (MC) members being elected, CPAG's constitution allows the elected MC to "co-opt" or invite others to join the committee in order to broaden the range of expertise CPAG can regularly draw on. In the final quarter of 2012, three individuals were co-opted. First, Dr M. Claire Dale a long time contributor to CPAG and chief editor of our last major publication— *Left further Behind*. After resigning from her role as a CPAG researcher, the MC felt it was important to have her continued input. Second, Kodi Hapi General Manager of National SIDS Prevention for Maori, based at the School of Population Health, University of Auckland. Kodi is Kaihoutu and brings with her a wealth of knowledge in relation to Maori which fills an important gap in CPAG's current MC. Third, Sam Drumm, coordinator of the Edmund Rice Justice Centre, a youth based social justice charity. As the youngest member on the MC Sam brings a younger person's perspective to CPAG which was previously absent at the MC level.

Up & Coming

Green Paper on Vulnerable Children Submission/ CPAG Appeal to the Court of Appeal Campaign Launch/ Taxation Backgrounder/ Housing Backgrounder/ Food Security in Northland Research Report/ Maori Affairs Select Committee Inquiry into the Well-being of Maori Children Submission/ Select Committee on Poverty Submission/ CPAG Budget Breakfast

Save a date

National Children's Day
Sunday 4th March, 7pm
Academy Theatre, Auckland City
CPAG launches its appeal campaign to raise funds for its Human Rights Appeal Hearing in the Court of Appeal in September 2012.

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W: www.cpag.org.nz
E: admin@cpag.org.nz
T: 09 303 9260
P: PO Box 56 11,
Wellesley St,
Auckland, 1141