



## Child Poverty Action Group Wellington Summary of 'Calls to Action!' Discussion Meeting 1 May 2014

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In early May, Child Poverty Action Group launched its election year series [Our children, our choice: priorities for policy](#), a set of policy papers covering key areas of child poverty – health, education, housing and incomes. Alongside these releases, CPAG was keen to involve its supporters and wider public in building action for change by holding public discussions, where people could come together, discuss and plan how we as the public can individually and collectively take action to bring about meaningful change for the 285,000 New Zealand children who through no fault of their own, live in poverty. The first public discussion was held on 1 May 2014 in Wellington.

**The break-out groups were all charged with coming up with a single 'big idea' (or sound-bite, or slogan) and supporting actions. Below is what they came up with. We challenge all New Zealanders to come up with their own catchy sound bite on child poverty and strongly encourage community groups to have a go at organising their own public discussions for action.**

### Discussion Group 1:

**Children are our taonga. We will get universal buy-in to this central value using social media to ignite positive action and buy-in from NZ Inc.**

- Get buy-in to an articulated social value “children are our future”
- More exposure on poverty linked to positive actions – John Campbell and social marketing
- Get people to see/comprehend the situation
- Acknowledge child poverty exists
- Acknowledge growing healthy children is central to business of NZ Inc.
- Core purpose of NZ society is happy healthy children

### Discussion Group 2:

**“Kiwi-grow” – to fund a future for our fledglings**

- Promote investment in kids (a special tax)
- Not to be touched except for children’s purposes (cf Superannuation fund, ACC etc)
- People will feel good about investing in NZ
- Universal provision
- Health services, income adequacy, education etc
- Sectors working together – include schools
- Values shift needed /de-stigmatising; address isolation
- Income inadequacy -> trauma/abuse -> income inadequacy -> trauma/abuse -> \*

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### Discussion Group 3:

#### What you want for your children is what we want for all children

- Long term commitment and planning
- Cross party commitment
- Support from society – win over majority of people and convince media
- Core values
- Talk to each other, talk to acquaintances
- Social media
- Appeal to generous natured people
- Redistribution of wealth – are you ready for a tax increase?
- Taxing the rich – top 1%-10% & Robin Hood tax
- Support collective bargaining (to reduce working poor)
- Universal child benefit, free health care

### Discussion Group 4:

#### We all share a shared responsibility for our children and we want to inspire all New Zealanders to take pride in them

- Incomes
- Wages – living wage
- Benefits higher
- To change the mentality that “poor children” comes from “poor parenting”

### Discussion Group 5:

#### New Zealand: where all children MATTER

- VOTE
- Universal child benefit
- Universal health care
- Parental support
- Value our teachers
- Self-interest theory (everybody benefits from equality)

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# CHiLD POVERTY ACTION GROUP

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### Discussion Group 6:

#### The best way to eliminate child poverty is to re-distribute income through the tax system

- Redistributing income through the tax system
- Pay more taxes (redistributing income)
- Income related rents for all
- Food in schools
- Liveable minimum income (after housing?) (Universal Basic Income /Minimum Family Tax Credit)
- Universalise In Work Payment
- Community gardens
- Micro Finance

### Discussion Group 7:

#### Our children - it's not just a government responsibility, and it's not just an individual responsibility; it's a team effort from ALL sectors, ALL groups and ALL teams in the New Zealand community.

- We need Intersectoral engagement: Health / Education/ Housing/Justice/ Environment/ Social
- Food – grow@ school - veges
- (Early childhood) cook @ school
- Parents can attend (social bonding + parenting skill development)

### Discussion Group 8:

#### Our kids deserve a gold card too!

- Gold card for kids
- Need political will
- Get policy decision makers along to CPAG meetings

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Discussion Group 9:

**New Zealand produces 60,000 babies a year and writes off a quarter of them. We wouldn't depreciate a car at the same rate!**

- Universal child benefit
- Progressive tax system
- Raise social security benefits to liveable level
- Raise low wages to a liveable level
- Transparency
- Direct provision rather than cash
- Raising income – targeting / universal
- “Parents fault”
- Who supports the child?
- Social responsibility not personal only
- Income inequality
- Responsibility
- Access to primary health care
- Lobbying from the community to government to value children

For more great ideas on how you can make a difference, visit the [Take Action](#) section of our website or join us on [Facebook](#). CPAG is also part of the [‘Tick for Kids’ Campaign](#) this election – make sure you’re part of it too!

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