



aviva

Family Violence Services

Annual Report

1 July 2012 – 30 June 2013



“What inspired me the most about (Specialist Peer Support) was former abusers stepping forward and wanting to help, because I saw my Dad change. I know that, given the chance, we all can change.”

April,
Specialist Peer Support graduate



Our Vision

A society where family violence is not tolerated, people of all ages are safe and encouraged to be their best, and families are honoured and supported as the origins of New Zealand's future.

Our Purpose

To support New Zealand families to become their best, free from family violence.

We do this by working in partnership with families and communities, promoting social justice, encouraging healthy relationships and providing services that rebuild families and support them to overcome violence.

Contents

Our Vision	1
Our Purpose	1
Business Directory	1
Chair and Chief Executive Officer's Report	2
Client Services Report	4
Summary of Key Statistics	5
Our Supporters	6
Rebrand and 40th Anniversary	6
Treasurer's Report	7
Statement of Financial Performance	8

Christchurch Women's Refuge Incorporated T/A Aviva

Business Directory

AS AT 30 JUNE 2013

Address: PO Box 32034, Christchurch, New Zealand

Telephone: (03) 378 3847
0800 AVIVA NOW or 0800 28482 669

Facsimile: (03) 377 2847

Registered Office: 90 Fitzgerald Avenue, Linwood, Christchurch

Board Members: Melissa Haberfield (Chair; Finance & Audit Committee) Ann Kilgour (Treasurer; Chair Finance & Audit Committee) Darryn Russell (Finance & Audit Committee)

Secretary: Christine Wallace (Secretary)

Auditor: Deloitte Chartered Accountants
50 Hazeldean Road, Christchurch

Bank: Westpac Banking Corporation
Eastgate Branch
4 Buckleys Road, PO Box 24007, Christchurch

Chair and Chief Executive Officer's Report

The 2012-13 year has been one of innovation and transformation. We have introduced and consolidated new services that are providing valuable new responses to family violence in New Zealand. As an agency we ourselves also undertook a transformation, beginning the year as 'Christchurch Women's Refuge' and ending it as 'Aviva'.

We announced our change in name and identity at the same time as we celebrated 40 years of service to the Canterbury community and our place as New Zealand's first refuge. People of all genders, ages, ethnicities and backgrounds seek our support. We believe that the name 'Aviva' is more accessible to everyone who may need support – our family members, friends, neighbours or colleagues – wherever they may be on their journey towards violence-free lives. The name 'Aviva' also encapsulates the spirit of new life and positivity which infuses the services we now offer to all members of the family – children, women and men.

What didn't change was the need to support our community. The year was an incredibly busy one with increases – again – in client numbers. We directly supported 1,500 children, women and men in Canterbury – a record number for us and an 14% increase on last year. This increase is partly due to the predicted post-disaster increase in violence, which is not yet showing any signs of diminishing, although the funding to respond to it effectively has significantly decreased.

The intensity of work also increased and was compounded by the very complex needs of our clients who are surviving – and overcoming – the combined traumas of violence and living in a post-earthquake environment. Literally every day we are privileged to meet amazing people who are often dealing not only with violence, but associated issues of housing shortages, drug and alcohol misuse, mental health concerns (often exacerbated by post-earthquake trauma and stress), complex medical problems, budgeting needs and unemployment.

The year was an exciting one too as our purpose and strategy truly became reality in the form of several new services. We had asked women and men if their needs were being fully or well met by the sector, and they had told us that there were areas for improvement. We listened and the result was our proactive ReachOut service for men

who have been, or may become, abusive to those closest to them; Specialist Peer Support, through which those who have successfully overcome family violence offer their experience to effectively support others on the same journey; Shine safe@home, which launched in September 2012 with the goal of enabling 30 families to stay at home, safe from repeat violence; and our new partnership with Good Shepherd New Zealand Trust to pilot a No Interest Loans Scheme (NILS) for families on low incomes. Each new service embodies our commitment to social justice and each was designed to support the journey away from violence and towards longer-term personal and family wellbeing.

ReachOut – which began in North Canterbury in April 2012 – completed its pilot year in June 2013. Within one year it generated such positive feedback from the men involved, and other sector partners, that funding was secured to embed it for three more years and extend it to Christchurch city and Selwyn district.

We completed the development of our six-week Specialist Peer Support training course (New Zealand's first in the family violence sector), which was piloted in June and from which all participants successfully graduated. Specialist Peer Support has enormous potential to break down the barriers of shame and fear that prevent women and men from seeking help. Our vision for Specialist Peer Support includes working with Work and Income to offer a 'return to employment' pathway for course graduates who have been financially and socially excluded through family violence, and would benefit from the supportive organisational culture and environment Aviva offers.

Housing and lack of safe, affordable accommodation continued to be major issues for many women wanting to leave violent relationships. However, through Shine safe@home, we enhanced the physical security of 68 Canterbury homes where extreme family violence

was highly likely to recur. This meant that 68 families, including 124 children, were supported to remain safe at home, attending their regular schools and within their familiar neighbourhoods.

We were also delighted to receive funding to enable us to begin developing our No Interest Loans Scheme (NILS). Aviva and the Good Shepherd New Zealand Trust are partnering to pilot NILS to Canterbury families who are affected by family violence and are on low incomes. NILS truly exemplifies social justice; it is a practical tool to address issues of poverty and empowerment for those on low incomes, living with family violence and without access to mainstream financial resources. Aviva will offer this service not only to our own clients, but to those of five partner agencies.

These partners include Barnardos, Family Help Trust, He Waka Tapu, Relationships Aotearoa and START. Each agency offers specialist services to individuals and families who are at risk of, or are already affected by, violence. We have been active in developing this alliance of like-minded, like-hearted agencies as the issues our clients deal with often require multiple long-term, integrated and intensive support services. It makes sense that a collaborative approach will optimise our ability to enhance the support we all offer to children, women and men affected by violence. We are very grateful to the Ministry of Social Development which this year provided funding to enable us to begin investigating co-locating services to improve outcomes for Canterbury's most vulnerable families.

Partnership has also been the cornerstone of the Canterbury Family Violence Strategy, which was developed after the earthquakes to address the anticipated increase in family violence. The strategy brings together a large number of agencies working across the sector and Aviva staff continue to be very actively involved, both in the strategy steering group and work streams addressing youth and prevention responses.

It was heartening to know that this work, our approach and the people we exist to support were regarded highly enough to see us once again chosen as a finalist in the Large Charity section of the Champion Canterbury Business Awards.

We are very grateful to all of the funders, trusts, community groups, businesses and individuals who have supported us during the year. We act as your agents in supporting children, women and men towards safer lives and we thank you sincerely for giving us that opportunity. Anything we have accomplished this year could not have been achieved without your support and it has never been more important to us and the families we serve. We know that philanthropic funders are feeling the pressure of over-demand themselves, government funding is decreasing, and any remaining earthquake related funding is being re-directed towards legacy projects such as buildings. The 'do-more-with-less' message has been heard and rigorously applied. However, we enter a new financial year that is likely to be even more challenging; one in which it will be even more difficult to find the resources we need to offer sustainable, effective

services for individuals and families overcoming violence.

We are very proud of our amazing staff who – whatever their role – have all shown incredible dedication to our clients and our vision of a society where family violence is not tolerated. We have a wonderful and loyal team who truly believe in why we do what we do. Like the families we support, many staff members are themselves faced with significant house repairs or rebuilds and the need for alternative temporary accommodation. We offer them our sincere thanks. We would also like to acknowledge the retirement this year of Operations Manager Lyn Boyd, a long-standing member of our team and an acknowledged and respected leader within the family violence sector.

Our staff have been supported by an enthusiastic Board and we acknowledge and thank them all for the time and

energy they have donated to our agency and the people it supports.

We both feel very privileged to have been part of such a committed team, one that includes many supporters and volunteers who all share one goal - to support children, women and men in Canterbury to live fulfilled lives, free from violence.



Melissa Haberfield
Chair

Nicola Woodward
CEO

“Not only is the course content providing me with the reminders of how to live better, but the experiences of the other women and their presence have lifted my self-esteem and confidence”

Beatrice*



Client Services Report

“Thank you for all the help and support you gave me at a time in my life when I most needed help. My life has taken a turn for the better, and I’m feeling a lot more hopeful for my future.”

Karen*

Our community in general is still dealing with high levels of stress and anxiety and we certainly see this reflected in people needing support to overcome family violence. Staff report an increase in clients with high and complex needs, as well as significant medical problems, all of which require more staff time and often multi-agency support.

Due to the severe shortage of affordable housing in Christchurch we know that some women and children are not leaving violent relationships for fear of becoming homeless. Many who do decide to move house then bear the consequences of financial hardship, which also – unsurprisingly – impacts on their physical and mental health.

We have observed an increase in the reporting and severity of violence by young adults between the ages of 18-25 years, often against parents. Of note too has been the increased incidence of legal synthetic drugs, such as K2, and the impact on levels of violence reported as a consequence of its use, as well as its impact on mental health. Aviva is collecting information on this trend.

Education and Advocacy:

“Thank you for teaching and sharing with my child tools he can take with him on the walk of life.”

Wendy*

It has been an incredibly busy and demanding year for our staff who have directly supported 1,500 children, women and men throughout the Canterbury region. This record demand does not include the telephone-only support also provided to hundreds of other people seeking practical support, information or just a willing ear to listen.

“Christchurch Women’s Refuge (now Aviva) helped. They directed me to a lawyer and we arranged the parental care of my children and arranged a Protection Order. To this day three years on, the Protection Order was the best thing that ever could have been done and it has helped show him as well he cannot do anything to harm me – that there are laws in place.”

Kim*

All of our clients received safety assessment and safety planning, and then advice, information and education as best fitted to their needs and goals. We supported many children, women and men to access legal advice, financial support and housing, and facilitated support for them from other agencies where appropriate (e.g. budgeting advice or alcohol services). We also continued to offer our ten-week Ministry of Justice approved education programmes for women and children in both Rangiora and Christchurch. These programmes are often life-changing for children and women as they provide a safe space to share, learn and focus on violence-free lives.

“Thank you for the group you have facilitated - it has been an eye opener, and at times painful, but because of this course and your gentle approach I can move ahead in life with great information which I can take with me wherever I go.”

Wendy*

0800 AVIVA NOW:

Through our 24-hour, free Support and Information Line we responded to 3,605 calls from or about people living with family violence. Once again, this is an increase (5%) on the previous year and a sustained rise of 53% from the pre-quake year of July 2009 – June 2010. These figures reinforce the fact that the social impact of the earthquakes has not diminished. People dealing with violence in their lives continue to struggle more than ever, although now it is not with the fear of more earthquakes – it is with trying to overcome the physical, emotional, financial and psychological damage that the earthquakes have left in their wake.

“It is so important to realise that just because you walk out their doors, it does not mean they stop helping – they are always there.”

Kim*

Safe House (the Christchurch Women’s Refuge):

The Christchurch Women’s Refuge physically enabled 53 women and 42 children to become safe for an average stay of 17.4 nights each; the pre-quake average stay was closer to seven nights. The number of children and women using the Safe House has dropped significantly in the last year. However,

this decrease is indicative of the increased average length of stay rather than decreased need. From December 2012 onwards the Safe House has been consistently full and we have even placed women and children in motels at our own expense. This ongoing ‘full house’ situation is unusual but reflects the extremely difficult housing situation in Canterbury and the fact that people are struggling to find safe, affordable accommodation to move on to.

“We were seeing beaten women and terrified children – we weren’t going to turn our backs.”

Diane Shannon,
a founding member of Christchurch Women’s Refuge

Supporting Police Response:

We followed up on 2,168 Police reports, contacting 1,817 women (similar to the previous year) and 351 men (through ReachOut) by telephone, text and/or post, offering support and our range of services. Approximately 25% of clients enter our service this way.

“Sometimes people aren’t in the right space to pick up that phone themselves, but when we phone them, it just removes that barrier. They know there is support at the end of that phone if they want it; it can just be such a relief for them.”

Kate,
Family Support Worker

ReachOut Men’s Intervention Service:

Our early intervention men’s service – ReachOut – completed its first full year of operation in this financial year. Men have told us that ReachOut has provided valuable support when they are feeling stressed or struggling to deal with their emotions and behaviours. Results to date include enhanced safety planning for children and women (we know of one woman whose life was certainly saved by the service) and praise from associated partners such as Child Youth and Family, Probation and Police.

“It’s been great for me...getting all that advice. (My partner) is part of the women’s group...and the kids are also doing a programme. (ReachOut and I) follow up together and discuss plans and goals and review progress”

Mark*

Specialist Peer Support:

September 2012 saw New Zealand’s first Specialist Peer Support service move closer to becoming a reality with the appointment of a Service Manager who, in partnership with Comcare, developed and piloted the training course for women. Next year it will also be offered to men. Women and men say that they feel understood when talking to someone who has shared similar experiences. Specialist Peer Support enables those who have successfully overcome violence to offer their experience as a source of inspiration and hope as they walk alongside another person making the same journey. The first training course, piloted in June, was undertaken by nine women, all of whom were extremely proud to graduate.

“I realised for the first time that my past is nothing to be ashamed of as it was actually my resumé. My new found passion is to enter the field of Domestic Violence and use my life experience to help others lead a non-violent life.”

April

Shine safe@home:

This home security service, supported by our other family violence services, is proving incredibly successful in reaching families most at risk of repeat family violence. Demand has significantly exceeded expectations and our Service Co-Ordinator has achieved incredible results, enabling 68 families to remain safely at home in this financial year. Through post-service self-evaluations women are reporting significant increases in their perceived safety and in their own and their children’s sense of wellbeing. None of the 124 children living in these houses have witnessed or been present at an assault since their home was secured and they are enjoying benefits including better sleep (75% report improvement) and showing less aggression (79%).

“Adele* told me that since her Shine safe@home upgrade, her level of anxiety had decreased, they were all happier and she felt that she was parenting better due to less stress. She was really happy about the security solutions our tradesman came up with and she was really grateful that we could assist her family to feel safe in their home again.”

Carol,
Shine safe@home Co-Ordinator

Summary of Key Statistics

	2012 - 2013	2011 - 2012	% +/-
Total Clients (Community – City and Rural; Safe House; Protected Persons; ReachOut; Shine safe@home external referrals)	1,498	1,310	14% up
Total Non-Residential Clients (Community – City and Rural; Protected Persons; ReachOut; Shine safe@home external referrals)	1,403	1,170	20% up
Total Shine safe@home Clients	68	NA	NA
Total ReachOut Clients	60	NA	NA
Total ‘Protected Person’ Clients	154	148	4% up
Total Safe House Residents	95	140	32% down
Total Bed Nights in Safe House	1,654	1,713	3% down
Average Residential Stay (Nights per person)	17.41	12.32	41% up
Calls for Support and Information (0800AvivaNow only)	3,605	3,442	5% up
Police Incident Reports Received	1,817* 351 ReachOut	1,787* NA	2% up NA

* Based on two weeks on, four weeks off duty roster



“I like what they’re trying to achieve, to reach entire families that need support. They’ve launched something much bigger, in a community that’s so in need of some more services.”

John Allen,
Z franchise holder

Our Supporters

Aviva supports individuals, families and communities towards violence-free futures, but we can only do this because of the generosity of others who want to make a difference in their communities. We have been very lucky to receive support and sponsorship from many donors, funders, sponsors, companies and volunteers as their way of making family violence – and the potential to overcome it – more visible in our community.

We are immensely grateful to every supporter who has joined us on this journey in the past year. In particular we’d like to thank:

Funders:

- ANZ Staff Foundation
- B A Lewis Trust
- Bendigo Valley Foundation
- Community Organisation Grants Scheme (COGS)
- Canterbury Community Trust
- Canterbury Social Support Fund
- Catholic Diocese of Christchurch
- Christchurch Casinos Charitable Trust
- Christchurch City Council
- Clyde Graham Charitable Trust
- Family Centred Services Fund
- George Sevicke Jones Trust
- Hugh Green Foundation
- J & M Ferrier Charitable Trust
- Keith Laugeson Charitable Trust
- Lottery Grants Board
- Mainland Foundation
- Maurice Carter Charitable Trust
- Pub Charity Inc
- Southern Trust
- The Strathlachlan Fund
- Tindall Foundation
- Todd Foundation

Supporters:

- Annual appeal and Rebrand supporters - BrightSparks; Verve Digital; Activate Design; ReseachFirst; The Press; The Radio Network; Big Picture; Mediaworks; Social Foci
- Aotea Electric
- Aria Farms
- Donnithorne Simms Mitsubishi
- Carla Henderson
- Curves Barrington
- Christchurch Hospital Pharmacy
- Christchurch City Council
- Courier Post
- Crisco
- Direct FX
- Disaster Recovery Unit of Christchurch Men’s Prison
- The Dove Trust
- Fletcher Building Ltd
- FreshChoice Barrington
- Holcim NZ
- Hyman Marks Trust
- Inner Wheel Club of Otago Canterbury
- Ira Mitchell-Kirk
- The Jones Foundation
- Karyn Robinson
- KB Toys
- KidsFirst St Albans
- Lions Club of Riccarton
- Rotary Club of Avonhead
- Rotary 9970 Earthquake Fund
- Rural Women of New Zealand
- SCIRT
- Siobhan Grimshaw and Quakes & Ladders
- Strategy Design & Advertising
- Un Cadeau Charitable Trust
- Vast Interiors
- Z stations: Bishopdale; Templeton; Yaldhurst; Carlton Corner; Curletts Rd; Addington
- Zonta Club of Christchurch South
- Zonta Waimakariri

Rebrand and 40th Anniversary



Rosemary Howard and Diane Shannon, two of the founders of Christchurch Women’s Refuge.

In May 2013 we were joined by some of our agency’s founders, past clients, supporters, funders and partners to celebrate 40 years of service to those living with and through family violence. We also celebrated the lives of the many children, women and men who, through the services and support they have received, have overcome family violence and moved to a safer, happier place in their lives.

Christchurch Women’s Refuge was New Zealand’s first refuge, a legacy that our agency is proud to hold. In 40 years we have evolved to offer a range of services that support children, women and men to live violence-free lives, together or apart.

However, research confirmed that the name Christchurch Women’s Refuge no longer fitted what our agency did and the direction in which we are going. Some of the very people we exist to support also told us they found it hard to relate to. This is why we chose a time of celebration to announce a rebrand of our agency to Aviva.

‘Aviva’ is a name that is more accessible to all of our clients or potential clients. It expresses positivity, potential and our passionate belief that a life free from family violence is possible for everyone, with the right support. We are very grateful to Strategy Design & Advertising who partnered with us to create this new identity for our on-going journey.

Aviva remains legally incorporated as Christchurch Women’s Refuge and that will also now become the name of our Safe House – the service which it first represented.

“We live in a community ... If we learned nothing else from the earthquakes, it’s that we need to support and nurture our community. People like Aviva are doing really great work out there, and if we can help, we’re really keen to.”

Geoff Cranko, Managing Partner,
Strategy Design & Advertising



David Ayers (Mayor of Waimakariri District Council) and John Robinson and Richard Bruce of the NZ Police with Aviva CEO Nicola Woodward.



Original refuge staff Rosemary, Morrigan Severs and Diane with Aviva staff members Julie McCloy, Lyn Boyd, Nicola and Chair Melissa Haberfield.



Raina Roberts (SPCA) and long-time volunteer Lesley Harrison.



Aviva staff (back row) Matiu Cheesman, Andy Moscrop-Giblin and Daryl Gregory with guest speaker Brian Gardner (front).

Treasurer’s Report for the Financial Year Ending June 30 2013

The Aviva Board of Governance is pleased to present the financial statements for Christchurch Women’s Refuge Incorporated T/A Aviva for the year ending 30 June 2013.

Income of \$1.6m for the year exceeded one million dollars for the fourth consecutive financial year and we now have our sights on reaching the two million dollar mark in the short to medium term. This year’s income from contracts with Government agencies totalled \$729,000, a substantial increase of \$170,000 on last year. Grant income also increased significantly this year, from \$391,000 (2012) to \$504,000 (2013). The majority of the remainder of income came from bequests, donations, investment income and ‘other income’. Within the wider category of fundraising, bequests and donations (\$196,000) were again considerably lower than the previous year (\$275,000), which illustrates that the post-earthquake generosity experienced over the previous two financial years is on the decline (as was anticipated).

Expenses totalled \$1,535,000, which is \$271,000 more than the previous year, a portion of which reflects the higher level of income being generated. The increase also reflects further investment in recently developed key strategic services, such as the ReachOut Men’s Service in North Canterbury. As a service-based organisation, the majority of operating expenses inevitably related to personnel (\$1,023,000), which represents an increase of \$160,000 over 2012 (\$863,000), and also reflects the investment in staff to deliver against our recently developed strategic initiatives.

Overall, the agency made a modest net profit of \$55,000, which was a decrease of \$95,000 over the previous year’s result, in which a larger surplus of \$150,000 was recorded. The agency is no longer benefitting to the same extent from the funding opportunities that directly followed the Christchurch earthquakes during 2010 and 2011, as many of these funds no longer exist or have been exhausted. Conversely, through our own investment in new initiatives, we are now generating

greater investment in our services from the government and our strategic partners, and we are seeing this investment result in fantastic outcomes within our local Canterbury community.

Total equity at the beginning of the year was \$695,000 and, with the addition of the Operating Profit of \$55,000, Retained Earnings at the end of the financial year are now \$750,000. These Retained Earnings were represented by Current Assets of \$914,000, which decreased this year (2012: \$991,000). Liabilities also decreased by the relatively large amount of \$120,000 with Grants and Funds in Advance being the majority of this decrease (\$104,000). Non-Current Assets increased (\$12,000) to \$98,000. At year end, Christchurch Women’s Refuge Incorporated T/A Aviva had term deposits of \$737,000 comprising sufficient cash reserves for risk management purposes and for further investment in key strategic areas in the coming years.

Ann Kilgour
Treasurer

Statement of Financial Performance

For the year ended 30 June 2013

Notes	2013	2012
	\$	\$
INCOME		
Contracts		
Child Youth & Family	218,276	218,276
Ministry of Social Development	334,472	262,785
Dept of Internal Affairs	29,300	6,000
Ministry of Justice	85,185	71,903
Shine	62,107	0
Grants		
Canterbury Community Trust	60,000	75,000
Christchurch City Council	20,000	20,000
NZ Lotteries	52,000	5,367
Christchurch Earthquake Appeal Trust	103,410	10,000
General Grants	269,078	280,620
Fundraising	66,567	31,103
Donations	136,206	253,363
Bequests	60,104	21,750
Investment Income	43,324	34,131
Other Income	49,580	123,331
TOTAL INCOME	1,589,609	1,413,629
LESS EXPENSES		
Community & Education	78,601	74,641
Crisis Management	39,563	0
Earthquake CSSR Expenses	6,144	0
Home Refuge Expenses	47,240	0
Men's Services Expenses	29,011	0
No Interest Loan Expenses	2,124	0
Peer Support Expenses	10,471	0
Prevention/Community Development	90,448	134,242
Residential Services	27,561	39,897
Office Expenses	16,253	17,912
Personnel Expenses	1,022,728	862,506
Audit Fees	4,000	4,400
Rental Expenses	66,213	48,080
Depreciation Expenses	42,124	28,058
Street Appeal Expenses	10,368	4,887
Other Expenses	41,837	48,519
TOTAL EXPENSES	1,534,686	1,263,142
NET SURPLUS/(LOSS)	54,923	150,487

"I am now standing back a bit ... thinking about what I want to say ... old ways of relating caused all the difficulties and now I have some different ways of interacting with my wife and kids. (ReachOut) showed me what to do and I learnt how to control myself ... I changed my habits in the house and put in place things about how to be a better Dad. I keep going over things to help me relate better to my family."

Hugh,*
(ReachOut client)



(Christchurch Women's Refuge Incorporated)

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Find us on Facebook: Aviva Families

*Not their real names.



